



Ed Reid, TAB Master Partner: Building a “Success Mindset” in the United Kingdom

MORE THAN A DECADE AGO, ED REID—SALES AND MARKETING DIRECTOR of a successful printing firm in England—was approached by The Alternative Board® (TAB) about becoming a TAB franchise owner and developing his own TAB Board, a peer advisory group made of up local business owners.

This initial foray was so effective Ed went on to run five TAB Boards of York-based business owners.

“Back in 2009, I was looking for a new direction,” he recalls. “The key driver was finding a strong work/life balance, which was out of kilter before TAB came along. I wasn’t seeing my wife or kids as much as I wanted, but I also didn’t want to be an independent entrepreneur—since that would likely occupy at least as much time as I was presently devoting to my job.”

In 2017, TAB approached Ed with a new and invigorating challenge—becoming the TAB Master Partner for the United Kingdom. (Ed still runs one TAB Board in York.) In this prestigious position, Ed is charged with recruiting TAB franchise owners who develop their own TAB Boards throughout their local regions, as well as supporting the UK TAB community of 50 people.

“I’ve seen first-hand how much business owners can benefit from some really good third-party advice. While consultants, family members, and employees can provide a useful sounding board, only business owners can truly appreciate what other business owners are going through.”

Being a Master Partner has been enormously gratifying, Ed says, and has added a whole new dimension to his life in the business world.

When the Master Partner offer came along in 2017, Ed and his business partner, Mags Fuller, jumped at the opportunity. Today, Ed serves at the helm in the TAB UK Head office, based in Harrogate, North Yorkshire. Working with the community of TAB franchise owners and the central support team, they now have 400 Members (business owners) across 70 boards operating in more than 30 locations across the UK.

It’s the job of the TAB Master Partner to recruit TAB franchise owners to build their own TAB Boards. As Ed notes, the role is challenging but also hugely satisfying for the right individual.

“I believe we’re still only scratching the surface of what’s possible in our markets,” Ed says. “If you’re a

successful, experienced business leader looking for a new challenge, I can think of no better opportunity than becoming a TAB franchise owner and having the ability to change peoples’ lives.”

That’s because TAB Members “run better businesses, have a better work/life balance, and are more rounded individuals” than others in the business world.

What are the challenges of becoming a TAB Master Partner? “My job is to locate and identify individuals who can become great TAB franchise owners, but until someone actually starts in this role, you never know 100 percent if they’ll make it. The toughest thing is when you believe you’ve recruited that right individual and he or she finds building a TAB Board harder than expected.”

On the other hand, Ed adds, the rewards of being a TAB Master Partner are “brilliant!”

“When a new TAB franchise owner gets off to a great start, I love that they join a welcoming, supportive community of fellow TAB franchise owners who are there to help and offer guidance when needed. You get to see how the people you’ve recruited not only grow as TAB franchise owners but also see how they have a direct influence on improving the work/life balance and other factors for their TAB Members.”

The key to becoming a successful TAB Master Partner is “ensuring everyone in the community has the same passion to help owners make better decisions in running their businesses.” The work is challenging, “so you need the drive to want to achieve some really great things.” You also have the strength of TAB’s outstanding international community to call upon. These fellow Master Partners, Ed says, “are really good people, equally passionate about the opportunities TAB offers to its Members. The caliber of the community you join is very strong.”

ABOUT THE ALTERNATIVE BOARD AND MASTER PARTNER OPPORTUNITIES

TAB is dedicated to helping business owners of small to mid-sized companies reach their financial and strategic goals through an unmatched combination of peer advisory board insight, private business coaching, and proprietary business diagnostic tools. The focus is on results—enabling TAB Members to take their businesses to a new level by staying focused on what matters most—profitability, productivity, and personal fulfillment. A Master Partner (or Master Franchisee) recruits TAB franchisees—also called TAB Business Owners or TBOs—who share a “success mindset,” a commitment to excellence, and a desire to make a meaningful difference by helping others. TAB franchise owners get support from their national TAB Home Office which offers:

- Marketing resources
- A contract facilitator model
- Access to geographic territories from which to recruit new TAB Members

New TAB Franchise Owners have the flexibility, within a proven framework, to operate their business in a way that meets their personal vision of success. These Franchise Owners nurture the growth of local businesses. Through a platform of knowledge and guidance, they deliver real-world guidance. TAB’s training program ensures that every new TAB franchise owner has the confidence and capability to recruit Members and build their own TAB Board and to provide the full range of TAB services that keep these Members engaged and committed for the long term. Also, TAB Home Office handles all Member invoicing and debt collection for TAB franchise owners.

Contact us for more information on becoming a TAB Master Partner and helping drive the success of local business owners in your area.