

Are you ready to work ON your business?



The Alpha Group (TAG) is a totally unique peer-to-peer executive boardroom that delivers a powerful program for growing the value of members' businesses. The Alpha Group is in 25 countries and strives to help one million SME's around the world to grow. The Dubai chapter commenced in 2019.



Peer-to-peer is a model for sharing and harnessing the vast knowledge, experience and insights of seasoned business leaders to help each member solve business problems and leverage opportunities. TAG focusses on driving business value. Members form strong bonds as a result of supporting each others' success.



The **simple promise** is to help members to dominate their niche and double the value of their business in 2-3 years. Hundreds of success stories have been built since the Alpha Group began helping business leaders in 2012.



Each board comprises an **exclusive group** of up to 20 SME business leaders. There is only one member from each industry, and the company must have reached turnover of AED3M per annum. Members find themselves among accomplished leaders.



The board meet **once a month for 6 hours**. The meeting includes a masterclass centred around driving growth and value, and 3 mastermind sessions. Masterminds are a powerful way of solving business issues using the collective brainpower and knowledge of the board. Members help each other. It's fun and it makes a difference.



TAG Regional Director Krysta Fox is the former Executive Director of the DMCC Free Zone. The Alpha Board is Krysta's way of continuing her passion for supporting SME business leaders. Any questions, call 050 2455264 or email on krysta.fox@changeosity.com



Investment of AED1,450 per month. Crowd sourcing keeps costs low. No locking in. Nothing extra.

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Regional Director Name - Krysta Fox, Group Name – Desert Fox