

BRINGING THE VISTAGE EXPERIENCE TO LIFE

MISSION CRITICAL IMPACT

Vistage Member Profile: Amanda Gilchrist

Designed by Purpose Counseling and Consulting



Vistage solves a time-sensitive problem in just one peer advisory group meeting. Mind blown.

Amanda Gilchrist started her business, Designed By Purpose Counseling and Consulting, almost by accident in 2016. While working as a clinical counselor in state government, she began seeing patients after hours and on weekends. Her original intent was to run a company by herself, for herself.

Then Amanda began to recognize the true potential in her business. By 2018, she'd hired an intern. And when the pandemic hit, Designed By Purpose experienced dramatic growth due to emerging telehealth needs. Today, she employs a team of ten.

Amanda's is a stunning, if unexpected, success story. The only problem? As a relatively new business owner, Amanda realized that she needed some outside perspective to continue on her upward trajectory. But she didn't know where to look for support.

In a stroke of good luck, Vistage Chair Kevin Williams happened to contact her regarding his Vistage peer advisory group—just before a new crisis struck.



Amanda Gilchrist



Designed by Purpose
Counseling & Consulting



The Numbers Don't Add Up

Financial analysis that Amanda conducted revealed a massive problem at Designed By Purpose. The actions of one employee had compromised the stability of the entire organization. Alarmed and dismayed, Amanda brought the issue to a Vistage peer advisory group session, to which Kevin had invited her as a guest.

At the meeting, she experienced Vistage's "issue processing" firsthand. She presented her problem to a group of fellow CEOs and listened intently as they offered their experience, insights and recommendations.

"I'm not exaggerating when I tell you I walked away with two pages of notes, things that I needed to do and contact information for people I should talk with," she says. "It was instantaneous! I felt like I had been in the group forever, with the amount of feedback and support I received."

Amanda acted immediately on the advice. Within days, she terminated the employee, contacted an attorney, and prepared her team for a transition in management.



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Just like that, my biggest problem was gone. After the meeting, I became a Vistage member within a week. I will gladly allocate an amount equal to my mortgage payment to have this support that I felt was missing.

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A Broader Point of View

As an official Vistage member, Amanda has experienced significant impact in a very short period. In peer advisory group sessions and through one-to-one coaching with Kevin, Amanda has taken advantage of the opportunity to work on the business, rather than just in the business.

Her “big picture” reflections have revealed some key leadership growth opportunities. “I didn't realize until I got in the group that the thing that I struggled with most was trying to make everybody in the organization happy instead of doing what was best for the company,” she says.

She also values the feedback she receives through Vistage. More accustomed to reporting to others, Amanda appreciates having an unbiased group to bounce ideas off of and finds this increases her confidence in her decisions.

It matters that the other CEOs in the group face many of the same challenges she does. “There are other people who can really say, ‘I get it. Everything rests on your shoulders. This company is your baby.’” Because of their shared point of view, Vistage members can work together to solve issues related to work-life balance, something that Amanda says has delivered tremendous rewards in her personal life.

Looking Ahead

Amanda's Vistage experience has only gotten better with time. “At first, I was a little bit wary,” she admits. “I wasn't expecting as much as I got. But this has been such an interesting journey in propelling the business forward and recognizing the importance of a support system.”

Amanda had always believed that she needed to stay in her lane and limit herself and her organization. Now with the backing of a peer advisory group, she is exploring her creativity, expanding her business strategies, and entertaining new aspirations.

What's next for Designed by Purpose and for Amanda herself may yet to be written but it's sure to be an exciting story.



"When it comes to the amount of resources Vistage offers, I haven't even scratched the surface. The ability to make connections is unmatched."

Amanda Gilchrist