

# VISTAGE

**“If you love what you do,  
you should share it with others.”**

- Christine Spray

## Simple, powerful philosophy on referral.

Christine Spray knows that the value of Vistage’s culture of referral goes beyond recognition and rewards, she feels that the more qualified referrals she makes, the greater the likelihood of building a strong, like-minded Vistage community—and the greater the chances of helping others.

What has inspired Christine to achieve top nominator status over the last few years? A chance to be of service.

Christine was honored at ChairWorld 2015 in Los Angeles among her peers of nearly 500 fellow Chairs for being ranked [#1 Top Chair Nominator!](#)

Her many Chair candidate nominations are the result of a winning combination of skill and mindset. Christine approaches every interaction from a place of service to others. Add to that her unparalleled networking skills, and it’s easy to see how—and why—she refers so many to Vistage.

“I believe we are here to serve others,” says Christine. “I want to make a difference in the lives of others while on this journey we call life. If I can help someone else and add value to their life, then I am carrying out my mission.”

Part of that mission is sharing her passion for Vistage with people whom she thinks would benefit, because **“when you love what you do, you should share it with others.”**

“I am proud to recommend Vistage, whether I am speaking at a conference nationally, networking in a group setting or when someone finds me on LinkedIn and wants to learn about Vistage.”



**Christine Spray**

Vistage Chair since 2011  
Groups: 2 SB/1 Key  
Houston, TX

Christine is a nationally recognized business development keynote speaker, a two-time bestselling author, consultant, trainer and coach. She is the founder of Strategic Catalyst and the National Business Development Association (NBDA). When she is not mentoring and inspiring clients and Vistage members on how to grow their businesses, Christine enjoys giving back to the community. Her many roles include serving on the Women’s Energy Network’s Advisory Council and Executive Group, as well as chairing the Women Energy Network Committee, the Emerging Women Leaders Greater Houston Partnership and University of Houston Alumni committee, among others.



“Networking doesn’t begin (or end) at a networking event. It continues anywhere and everywhere—at a bookstore, over lunch or during a conference.”

“I believe I can help every person I meet and, at the end of the day, I get paid for making friends and helping people,” says Christine. “We all know that every PTA Leader, home owners association president, business leader or President of the United States got to the top because they know a lot of people.”

Knowing “a lot of people” through her substantial and constantly growing network of colleagues and friends is Christine’s foundation for Vistage referral.

“Networking is important for every business for a number of reasons. Whether you’re seeking contacts that could help fuel your company, looking for industry advice from experts in the field, trying to find a business partner or looking for new centers of influence, networking is the best way to achieve your overall goal.”

Therefore, Christine, like many of our top nominating Chairs, always has her eyes open for potential new candidates. Every place she goes is a networking opportunity; every person she meets has potential, and she is quick to discover how best to leverage the talents or interests of those she meets, not just for herself, but for her other connections.

When it comes to referrals, Christine’s conviction is unwavering—it’s about connecting the right people to each other, not about ego. “I believe there is plenty of business to go around,” explains Christine. “We should help others, even if it means the candidate joins someone else’s group.” Members and Chairs work together in an atmosphere of trust, creating positive change and fostering real growth.

Learn more about 1. community, 2. recognition, 3. compensation, and how you can contribute to our culture of referral at [vistage.com/nominatechairs](https://vistage.com/nominatechairs)

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## Christine’s tips for finding potential Vistage candidates:

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- **Find the right place to meet people.**  
Introduce them to a new business opportunity, connect on LinkedIn, host a partnership event or invite them to events you are attending.
  - **Approach people the right way.**  
Reach out and let them know you’d like to connect or reconnect, and tell them why their relationship matters to you.
  - **Create instant rapport.**  
Start with finding personal synergies before you move on to business.
  - **Leave an outstanding lasting impression.**  
Exceed expectations. Introduce them to other referral sources—offer to help them.
  - **Gain new business introductions.**  
Tell your contacts that you’d like to meet more people like them or like a specific person in their network. Don’t let the event, meeting or conversation end without a plan to interact again.
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