

# Building a Board-Worthy



## Executive Team

Our unique program is relevant and impactful because it's highly tailored to YOUR board and team – while rooted in our experience working with 200 boards over the past 25 years. If your board is micro-managing and your board meetings are dull or unfocused, this may be the very thing to create positive and sustainable changes. We also offer individual feedback and coaching for top executives. And we have options for limited budgets. This program can also be adapted to IPO situations, getting your executives off to a great start in working with your new board.

Board Advisor, LLC – New York

# Building a Board-Worthy Executive Team



Developed from our work with nearly 200 boards over the past 25 years, this program includes a review of two sets of board materials and confidential Zoom interviews with every director to get their views on current strengths and areas for enhancement when it comes to board pre-reading materials and executive presentations in board meetings. We also interview the CEO and those corporate executives who regularly work with the board and its committees. Then we design a practical, interactive 90 minute workshop tailored to your executive team. Because it's based on feedback, materials and analysis relative to **your** board, it's meaningful and relevant. Workshop components typically include:

- *The Boardroom Landscape of 2022 and Beyond*: This segment discusses the evolution boards have undergone since the fall of Enron 20 years ago through the COVID-19 pandemic. It provides a framework to analyze your own board –and implications for executives in working with the board, which vary based on the archetype in which the board is operating.
- *Board Pre-Reading Materials*: Common pitfalls in creating board materials– from Snowballing board books to the Buried Treasure trap – and what to do about them. We'll discuss the downsides of repurposing materials from internal meetings, why many executives unwittingly invite their directors to “micro-manage” and some interesting British research that highlights why more is seldom better when it comes to board materials.
- *Board Presentations that Dazzle*: Making the most of board presentations requires clarity of objectives and knowing your audience. If your goal is to create a more collaborative board relationship, we'll discuss what's necessary to make that shift in working with your board. This segment also offers three important tips that can enable both seasoned executives and boardroom virgins to achieve more polished boardroom presentations.
- *Director Orientation*: The mandate for director orientation typically falls to the Nominating/ Governance Committee. But the director orientation program, itself, is nearly always delivered by management. Far too often, this is a “drinking from a firehose experience” that can be dramatically improved - through phasing, site visits, board buddies and other innovations.

### *Pricing: \$45,000*

Includes preliminary discussions with the CEO on key objectives/observations, confidential pre-workshop interviews with up to 8 board members and 4 senior executives (conducted via Zoom) as well as a review of 2 sets of board pre-reading materials/agendas.

### Optional Add-On's:

- ***Individual Executive Feedback:*** Board interviews can be expanded to obtain confidential feedback for individual corporate executives on their effectiveness in working with the board. An individual report for each executive is then created, summarizing key themes – strengths, opportunities for improvement, etc.- and a one-on-one discussion is held with each executive to debrief on the findings and discuss different approaches to address any areas for improvement that emerge from the exercise. *Pricing: \$3500 per executive.*
- ***Individual Executive Run-Throughs:*** Board Advisor will serve as an audience for an executive preparing for a board presentation, to highlight strengths of the presentation and identify potential improvements. Wherever possible, it is our preference to review the pre-reading materials associated with the presentation in advance. *Pricing: \$1500 per session.*



### *Limited Budget??*

Consider a 60-minute workshop for your executive team that reflects our insights from working with dozens of boards around the world over the past 25 years. The basic workshop is delivered via Zoom for up to 10 executives but does not include any pre-workshop interviews or materials review.

*Pricing: \$7,500*

- *Add on: Pre-Workshop Review of two sets of Board Materials: +\$10,000*
- *Add-on: Pre-Workshop Interviews with CEO + 3 other Top Executives +\$12,500*

### *Initial Public Offering??*

Our 60-minute workshop is also a great way to get your senior executive team off to a terrific start in working with the board. It can be useful in IPO scenarios to include some interviews at the outset with your CEO and one or two of your incoming board members. If you like, we can collaborate with your legal advisors and auditors etc. to create a half-day session for your team on working with your new board, of which our workshop will be one component. We can also provide advice on designing optimal board composition, orientation programs for new directors and in many other ways. Just go to our website, [www.boardadvisor.net](http://www.boardadvisor.net) and look for the section entitled "For IPO Boards".

