

Individualized Workshops For Board Leaders



One-on-One with the
Author of *Great Companies
Deserve Great Boards*

GREAT COMPANIES DESERVE GREAT BOARDS

A CEO'S GUIDE TO
THE BOARDROOM

Beverly A. Behan

2ND EDITION
Governance Book of the Year – 2012

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The New Boardroom Landscape: This workshop focuses on the underpinnings of board effectiveness, the transitions most boards made over the past two decades since the fall of Enron, four board archetypes that characterize most boards today (and which one best describes your board) and the necessary pre-requisites to make the shift nearly every board worldwide now wants to achieve.

Board Leadership – Hallmarks of a Boardroom Champion: What sets board champions apart when it comes to board facilitation, working relationship with the Chief Executive Officer and keeping a “finger on the pulse” of the board? We’ll discuss the importance of well-considered “board choreography” in leading tough decisions in the boardroom and the key role of the Chair/Lead Director in both board and director effectiveness – including some basic tools to help you optimize both.



Optimizing Board Composition – from Board 2.0 to Director Orientation: This workshop takes a comprehensive and forward-looking approach to the issue of board composition, including a working session on designing Board 2.0 for your own board. It covers the use of director expectations, director recruitment packages, strategies to optimize diversity recruitment objectives and upgrading your director orientation program, including the *New Director 360*, a 2019 innovation from a Fortune 100 board.



CEO Succession Planning – the Board’s Most Critical Decision: The most important decision any board will make is nearly always the choice of Chief Executive Officer. That’s why the board needs to be firmly in the driver’s seat on CEO succession planning – orchestrating a comprehensive CEO succession plan that incorporates insights from every member of the board and the sitting CEO. We’ll introduce the CEO succession roadmap – and two critical steps your board needs to take before calling a headhunter.



Board Evaluation – The Biggest Secret in Creating a Great Board: Most board evaluations are a squandered opportunity. But redesigned, board evaluations can become a watershed exercise that takes your board “from good to great”. We’ll outline what’s required to make this shift –including the use of structured, Zoom based interviews rather than surveys –whether (and how) to incorporate management feedback and a range of other issues. And we’ll answer practical questions about pros/cons of introducing these new elements to your current board evaluation process.



Director Performance Management – Stepping up to the Most Awkward Issue Many Board Leaders Face: This workshop focuses on four Director Performance Management Tools every board champion should know about. We’ll discuss the importance of tailoring your approach to the performance issue at hand – behavioral issues vs expertise issues need to be addressed in different ways. The session will be designed to include plenty of time to confidentially discuss any director performance issues currently on your mind. We sign Confidentiality Agreements in advance.



Pricing and Format:

We offer a package of three 90-minute workshops exclusively for Board Chairs with our President, Beverly Behan. Workshops are confidential and conducted via Zoom at a time that's convenient for you. Looking for something more personal and meaningful in director education? This might be the perfect solution! It allows for a confidential and personal discussion that you could seldom have in a classroom or group setting. The 3-workshop package includes:

- A 45-minute initial Zoom call to clarify your objectives for the sessions and discuss some of the history and background of your board so that workshops can be tailored accordingly
- Confidentiality Agreement signed by Board Advisor at the outset to ensure that discussions in the workshop and the preliminary call can be open and candid
- Our signature workshop – the New Boardroom Landscape is the first component of our workshop package; complete the package by selecting two other workshops from the list.

Pricing: \$9,500 U.S. (additional workshops may be added for \$2,500 each)



A Unique Workshop for a Limited Time

To celebrate the relaunch of our classic best-seller, **Great Companies Deserve Great Boards**, we are offering a one-on-one workshop *with the author* based on **Great Companies Deserve Great Boards**. The 90 minute workshop conducted via Zoom includes three components based on book chapters:

- Eight Key Parameters of Board-Building
- Board Engagement in Strategy
- CEO Succession Planning

An NDA is signed in advance to facilitate a candid discussion about the application of these principles to YOUR board.

*Pricing: ~~\$2500 US~~—RELAUNCH SPECIAL \$1500 US
\$7500 for a Workshop with your Full Board*

Workshops for Your Entire Board?

Any of our Workshops for Board Leaders can be adapted to a workshop for your full board or a board committee and conducted via Zoom. This also includes a 45- minute pre-workshop consultation with board leadership and an NDA signed by Board Advisor in advance. These workshops serve to get the entire board onto the same page – so that board leadership can move forward in a way that is never possible with directors attending individual classes/programs.

Pricing:

- **Board Committee** (up to 5 participants): **\$3500 US** per workshop (60-90 mins)
- **Full Board**: **\$7500 US** per workshop (60-90 mins)

For More Information

To find out more or book a Workshop, please email: Beverly.behan@boardadvisor.net.

Or visit our website, www.boardadvisor.net to learn about our work with boards and other ways that Board Advisor can be a resource to board leaders who want to create and maintain a truly outstanding Board of Directors.