



## Is Your Board Ready for the New Progressive Age?

### Do you measure return on performance with a defined culture of openness?

- ✓ Does your board mine its collective intelligence through robust board evaluation?
- ✓ Does your board balance prudence *and* creativity to avoid the dull uniformity of practices inherit in a compliance environment?
- ✓ Does your board *purposely build and refresh itself* on what best suits the company's stage of development, the nature and geographic scope of its operations and the challenges that it faces?

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### Do you reduce decision making biases with a defined set of disciplines?

- ✓ Does your board demonstrate practices to avoid decision biases (opposite of head-in-the-sand stance) and use of information biases (looks beyond what is easy to see or presented with large amounts of data)?
- ✓ Does your board complement a robust decision making process with forward-looking questions and an eye toward bringing disparate points together?
- ✓ Does your board willingly spend the extra time required to avoid systematic and predictable mistakes made by using too narrow a definition of the problem?

### Do you communicate with stakeholders with a defined board story and brand?

- ✓ Does your board's story pull aspects of the company's central idea together while inspiring both the customer (outward facing stakeholders) and the organization (inward facing stakeholders)?
- ✓ Does your board's story clearly position how *each* director adds competitive advantage to the company's current and future challenges?
- ✓ Does your board's story and thus its *brand* have a prominent presence throughout the company's virtual platforms, proxy materials and other highly visible documents?



**Board Consulting  
Executive Coaching**

***We can help you build a 21st century board.***

If you answer no to 3 or more questions, contact us today. Your success is important to us and we'd love to schedule a complimentary consultation by email: [hello@eboardmember.com](mailto:hello@eboardmember.com).