

Driving business value **with a board** The Why, When and How



In today's complex business environment, the right board of directors can be a crucial asset to your company's success. However, understanding when to establish or expand your board, why it's essential, and how to make it effective are key challenges that many leaders face.

We are pleased to invite you to an exclusive executive roundtable discussion **on Driving Business Value with a Board: The Why, When and How**. This event will bring business owners, founders, entrepreneurs and CEOs like yourself together to explore the strategic advantages of a well-structured board and how to leverage its expertise to drive your business forward.

Event Details:

Date: Friday, 22nd November 2024

Time: 09:00 – 10:30

Venue: Workshop 17, The Bank. 24 Cradock Avenue, Rosebank, Johannesburg

RSVP: [Reserve your seat today!](#)

The Why:

- Exploring the value a board brings beyond governance—insights, networks, and strategic guidance.
- Understanding the board's role in mitigating risks and driving long-term growth.
- How a diverse and engaged board can enhance your business's credibility and attract investment.

The When:

- Identifying the optimal time to establish or evolve your board.
- Recognizing signs that your business is ready for a board.
- Evaluating when a board needs to expand its skills or perspectives.

The How:

- Best practices for recruiting and structuring an effective board.
- Strategies for ensuring board members are aligned with your company's vision and goals.
- Maximizing the board's impact on your business operations and decision-making process.

Why Boards Fail:

- Understanding common pitfalls that cause boards to fail, including misalignment with company strategy, lack of diversity, and poor communication.
- Discussing the impact of a failing board on business performance and governance.
- Learning proactive measures to prevent board failure and ensure continuous board

This roundtable is tailored for business owners, founders, entrepreneurs and CEOs who are either considering forming a board or looking to optimize their current board's effectiveness. It will be a unique opportunity to gain actionable insights, network with peers, and engage in in-depth discussions on both the opportunities and challenges of board leadership.

We look forward to your participation in this critical conversation.

Reserve your seat today by emailing trainme@fluidrockgovernance.com

Best regards,
Andrew Aitken, CEO, Grow Business Coaching
Ronelle Kleyn, CEO, FluidRock Governance Group

