

MAGEE

Building a Stellar Board

or Advisory Board for You or Your Business

Recently one of the leading think-tanks connected to 275 leading businesses in America at the Board-of-Directors level and their C-Suites conducted an intensive survey, among the analytics, the top five corporate risks are HIPPA connected. Meaning one's Board owns in concert with the C-Suite top concern areas: Cyber, Culture, Privacy/Identity, Information's/Technology, Crises Response Process.

To navigate this terrain, is the essential driver to why it is so critical to building a stellar Board or Advisory Board to your organization.

I have experienced this through three decades of hands-on work within organizations and boards, from the private entrepreneurial level through to Fortune 100 Firms and military Generals. This has culminated in best practice doctrine in my fourth graduate level management text, *The Managerial Leadership Bible* revised edition II from Pearson Education/FT the World's leading academic text book publisher for this new book.

I have a different take on what the prevailing best minds and think-tanks on this topic are espousing, and these observations trump why we have seen and continue to see implosions over the past three decades. To this endeavor consider these strategic imperatives for the architecture of your stellar BOARD of excellence and governance:

eForce vs. cForce explains how and why individuals and positions act, behave, and think the way they do. This directly sets the tone-at-the-top and directly drives how risk is managed, ensures compliance and standards of performance are maintained and met, lays as the baseline of conduct the operational ethics, codes of compliance, drives appropriate policies and procedures, establishes the on-going education initiatives and



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platforms necessary to be able to serve, and illuminates all levels, degrees and approaches to monitoring ... The first application of the eForce v. cForce model. Recognize that every position within a Board or Organization is either (never both) an Entrepreneurial (eForce) or a Control (cForce) position. Self-exercise, create a general organizational diagram or organizational chart. Now determine which positions in their truest form are either an Entrepreneurial (eForce) or a Control (cForce) position?

Now, the second application of the eForce v. cForce model. Recognize that every person within a Board or Organization is either (never both) an Entrepreneurial (eForce) or a Control (cForce) person. Self-exercise, now with that general organizational diagram or organizational chart, determine for each position, the person you have in that position right now, in their truest form what is their dominate persona, are they either an Entrepreneurial (eForce) or a Control (cForce) position?

Now, recognize the trauma of having as an example an ePerson in a cPosition/cForce? Or visa versa? If you evaluate most every positional implosion within organizations or major organizational implosions, I just gave you a clue as to how and why it happened!

Accountability ensues when you have the right persona in the right position/force or a control system in place to hold persona accountable to performance requirements!

C-Suite connectivity is a very simple, yet amazingly missed more often than not from early entry businesses to established mature organizations. There should "always" be a direct or dotted line influence from each C-Suite position/force and specific member of your Board. There is a greater level of connectivity, leveraged intellectual assets and networks if you have a like-like in each C-Suite person and their mirror on your Board. This also then allows for a force multiplier for understanding, coordination, conduit to accountability to each C-Suite position, and again better governance in any large marketplace business. This does not change the architecture for a small or start-up

enterprise, as it does an established, mature, large business or organization.

As the business owner, CEO, key-stakeholder, having these lines of like-connectivity affords you greater intelligence, accountability and assurance of peak performance from each individual in your senior inner circle.

Remember the inception, survival, sustainment and thriving capacity of an individual or organization I strongly believe will come down to 5-Core Factors that only the key stakeholders at or above the C-Suite must design and own:

Strategic Intent/Strategy as derived from one's values and vision and drives mission statements and thus direction of your organization. What your organization is today and what you want it to be tomorrow is crafted here and communicated here. This drives and can be used to benchmark every action, decisions, initiative off of, as well as drives the culture, climate and environment that is what one is on a personal level or what the organization is and can become.

Operational Systems processes, protocols, compliance, monitoring, metric's, systems, software/hardware deliverables, and procedures all are borne out of Strategic Intent/Strategy and must allow for effective execution forward from here.

Tactical Behaviors exhibited by established standards of ethics, expected or tolerated performances activities, fiduciary responsibilities by each person comes from and supports the first two core-factors. This is the detailed work product and frequency of said product is dictated here.

Discipline to execute to or above expected standards of performance, is a major differentiator among those that are achievers and those that fail. The ability to build buy-in, ownership, passion and commitment to embrace and seamlessly achieve the output on a regular reliable basis is a human capital and technology endeavor.

Accountability whether self, peer driven, or organizational, system, performance standards,

customer or any other means by which the human capital is accepting for enhanced and continuous improvement opportunities 24/7 must be self-generating at this level.

Another pivot-point in how you can design, leverage and use a personal Board-of-Directors or Advisory-Board, just as how one should be utilized in business, your Board should also serve as your Human Capital Talent GPS on steroids to be relevant in the marketplace of tomorrow. I believe that all business will come down to actually only two variables, and the one that grasps, manages and owns this will prevail under any circumstances on finds themselves in – Human Capital and Financial capital are the only true differentiators in the new global economy!

To navigate this terrain, these are a few of the essential drivers to why it is so critical to building a stellar Board or Advisory Board to your organization. It also requires an objective ability to assess the human capital abilities now and in the future to thrive (as discussed via the Player Capability Index™ Model in *The Managerial Leadership Bible* and in www.TALENT-ification.com) that every person within your organization understand and have buy-in to your GPS/Mission Statements – If a person can't plus-up or add value to your organization at whatever level they participate, you have a cancer that your Board Members are not holding you accountable to today!

