



# 9 Simple Ways to Turn Your Board Meeting into a Profit Center

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## INTRODUCTION

# Dear CEOs...

If your board meeting isn't driving faster decisions, sharper strategy, and fewer missteps, you're leaving money on the table.

The best leaders don't treat board meetings as overhead—they treat them as profit centers.

Here are 9 simple, high-leverage moves to turn yours into a source of ROI—not just a reporting ritual.

# 1 – Replace Recaps with Strategic Deep Dives

Turn board meetings into forward-looking strategy sessions—not backward-looking status updates.

## What It Matters:

Only 31% of boards discuss strategy (Harvard's Corporate Governance Initiative). Most spend time looking backward, not forward.

👉 **Pro Tip:** Use your meeting to explore one or two strategic Deep Dives. Skip the what-happened updates (that homework can be solved during your pre-read) and focus on what-should-we-do discussions.

# 2 - Kill the Slide Deck

Your board won't read 70+ slides—and they shouldn't have to.

## What It Matters:

The average board deck is over 70 slides (Diligent Institute, 2023). Many directors admit they skim or skip entire sections—especially when they're not mobile-friendly.

👉 **Pro Tip:** Use an interactive, web-native format that's secure, skimmable, comment-enabled, and designed for real discussion. Your board will thank you (and actually read it).

# 3 - Crowdsource Smarter Questions Before You Meet

You'll get a better meeting when the best questions surface before it starts.

## What It Matters:

According to PwC, less than half of board directors say their meetings encourage candid discussion. That's a lost opportunity

👉 **Pro Tip:** Let your board comment asynchronously on key sections before the meeting. This surfaces the right questions prior to your meeting—and clears out the annoying noise during the live session.

# 4 - Pre-Vote on the Obvious

Handle the routine stuff ahead of time—so live meetings stay high-impact.

## What It Matters:

Routine votes eat time that should go toward strategy. Spencer Stuart notes that high-performing boards are adopting pre-meeting decision workflows to streamline meetings.

👉 **Pro Tip:** Use digital pre-voting for minutes, option grants, agenda approvals, etc. Save your live time for strategy and banter.

# 5 - Reclaim Executive Hours

Simplify the prep. Multiply the impact.

## What It Matters:

CEOs spend 72% of their week in meetings (Harvard Business Review). A single board meeting can burn 60 or 100+ hours across the exec team. That's upwards of \$50k.

👉 **Pro Tip:** Switch from time consuming slide decks to consistent, templated content powered by tools like Zeck AI. Save hours of prep time every quarter—while likely improving quality and surfacing information your board will care about most.

# 6 - Use Links, Not Dumps

Directors want clarity, not 200 pages of buried context.

## What It Matters:

The average board pack exceeds 200 pages (McKinsey), yet only 28% of directors say they feel fully informed before meetings.

👉 **Pro Tip:** Link to supporting docs instead of dumping everything in one mega-PDF or deck. Link to supporting docs and data to keep read times down and to let directors self-serve deeper info.



# 7 - Embrace Modern Board Software

Focused agendas and smarter tools lead to better decisions.

## What It Matters:

Only 36% of execs believe their boards focus on the right issues (PwC). When everything gets equal airtime, nothing gets real attention.

👉 **Pro Tip:** Leverage modern technology including smart agendas to maximize your board's valuable time. Companies with focused, engaged boards drive better decisions that positively impact the bottom line and shareholder returns.

# 8 - Include the Logistics Everywhere

Great meetings start with seamless basics.

## What It Matters:

You're laughing, but it happens every time. Someone can't find the Zoom link. Or shows up at HQ when it's remote.

👉 **Pro Tip:** Put the logistics in the header, the agenda, and the calendar invite. Or better yet—embed it in your board materials so it's obvious and consistent.

# 9 - Then—Yes—Send It 3-7 Days Early

The sooner they read, the smarter the meeting.

## What It Matters:

The #1 complaint from directors? **Getting materials too late** to read or think critically (PwC, Deloitte, BCG—all say the same thing).

👉 **Pro Tip:** Give your board 3-7 days to review. You'll get better feedback, better questions, and a live meeting that leads to better decision making.

## CONCLUSION

# Ready to flip your board meeting into a strategic profit engine?

As CEO, how you run your board meeting says everything about how you run your company. When you stop treating it as a reporting obligation and start using it as a strategic asset, everything changes. You make faster, sharper decisions. You get better alignment. And you unlock real value—from your board and your team. These simple shifts aren't just about efficiency—they're about leverage.