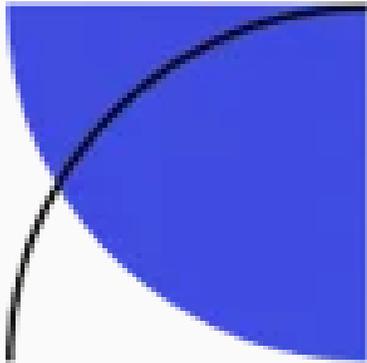


eGuide

The 5-Point 'Look More Pro' Board Meeting Guide for CEOs

HELPING YOU EXCEL BEFORE, DURING, & AFTER THE
BOARD MEETING

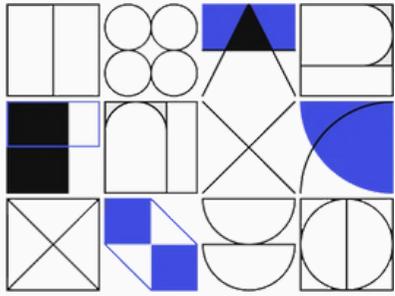
Introduction



As a CEO, preparing for a board meeting can be a time-consuming and frustrating process. Your leadership team is spending hours dealing with the presentation when they could be working on other important projects. Additionally, the board meeting itself can be grueling.

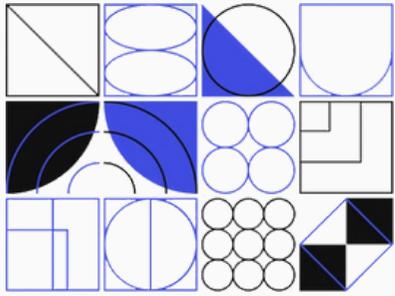
In this guide, we'll examine the challenges that CEOs and board members face in preparing for and conducting board meetings, and provide five critical elements that CEOs must address to transform board meetings from miserable and expensive to immensely collaborative and monumentally valuable.

I went with 'two' and 'too' instead of 'to' on purpose.



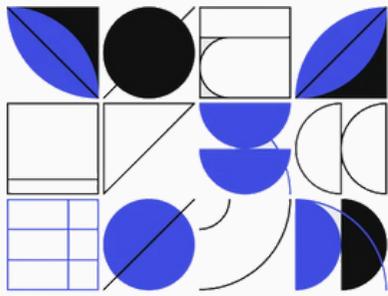
1 - It All Starts With The Board Materials and the Pre-Read. They Have to Be Focused, Organized, and Engaging.

As CEO, you have to act as the front-page editor. You set the themes for the team to hit on in their narratives, select the right amount of good news and number of updates, and craft the experience for your readers (the board). Always ensure that you're purposefully driving engagement throughout your content so that there can be plenty of productive banter.



2 - The Value of Pre-Meeting Communication Cannot Be Understated.

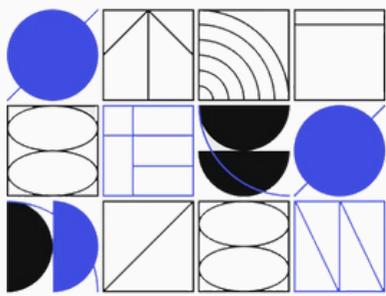
One of your primary goals should be collaborating with your board. So, clearly it makes sense to get that process started as early as possible. As the CEO you need to be facilitating collaboration between board members by providing opportunities for them to engage outside of your live meeting.



3 - Set the Stage to be Collaborative and Productive.

Start with a mindset change. Reframe the conversation in your mind, and understand that your board is not there solely to judge you. They are there to help your company, and they are in this with you.

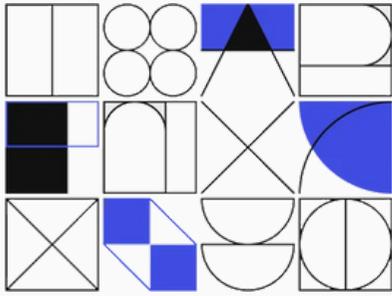
Don't present. Sit at the table and don't stand. Don't get bogged down by presenting all your content live. Ask if there are questions about anything in the read-ahead and then move on directly to the important discussions.



4 - Always Include at Least One ‘Deep Dive’ and Be Honest About Where You Need Help.

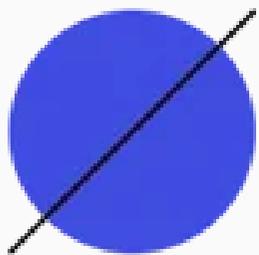
The purpose of the Deep Dive is to facilitate important strategic discussions. Deep Dives are meant to be forward-looking and hopefully help to unlock awesome value from your board members.

As we mentioned, don't be afraid to ask your board for help generally and definitely ask ‘em for help when you get to the Deep Dives. That's what they're there for. Just be sure to be clear about what you need help with. It's okay to say you don't know the best way to approach a problem.



5 - Loop Your Operating Team About the Board Meeting and the Board's Feedback.

Often board meetings are characterized as secretive and lacking transparency. Many are closed-door affairs, where only board members are allowed to attend. This lack of transparency can lead to misalignment and mistrust among shareholders, employees, and other stakeholders.



It's a puzzle.

In taking the right steps, CEOs can transform board meetings from a tedious and exhausting process to an immensely collaborative and invaluable experience. Always remember, your board is there to help you, so don't be afraid to ask for help and be honest about where you need it.

That's it. I'll stop typing now.

- Decent Humans at Zeck
