



The 7 Habits of Valuable Board Members



For CEOs Who Expect More Than Just Attendance





They Think Like Operators, Not Just Observers

01

Valuable board members don't merely observe from the sidelines—they adopt an ownership mindset. They understand the business model, market dynamics, and long-term value drivers. They align their decisions with shareholder outcomes and sustainable growth, not personal agendas.

“A good board member is invested in the company's future—even if they don't hold shares.”



02

They Prepare Thoroughly



Board meetings are not updates—they're decision points. High-impact directors do the reading, ask tough questions in advance, and arrive ready to engage. They treat every meeting like a strategic inflection point, not a routine obligation.

“Winging it is for amateurs. Valuable board members do their homework.”

Zeck sends cookies to their customers for board meetings. One of the cookies says 'to whip at your most unproductive board member'.



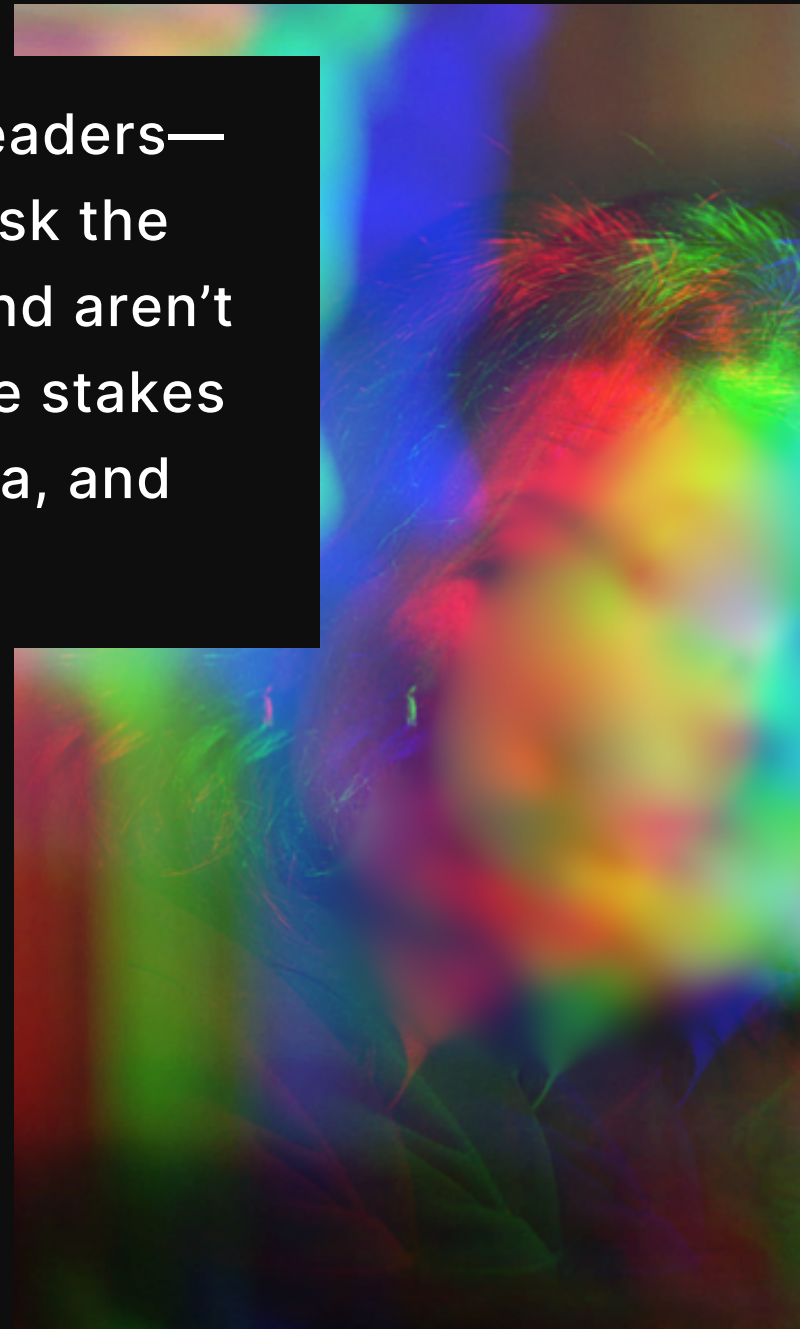


They Challenge Respectfully but Relentlessly

03

Valuable board members are not cheerleaders—they're constructive challengers. They ask the uncomfortable questions others avoid and aren't afraid to push back—especially when the stakes are high. But they do it with respect, data, and the intent to strengthen, not undermine.

“The best boardrooms have tension—not toxicity.”



It's awesome to get questions and feedback from your board prior to your live meeting. Especially if you're pitching Prestige WorldWide.

04



They Stay Above the Weeds— But Know Where the Weeds Are

An abstract, colorful background image featuring a blurred, multi-colored figure that appears to be a person in motion, possibly a dancer or athlete, with vibrant hues of red, yellow, green, and blue. The figure is set against a dark, textured background with light streaks and bokeh effects.

Effective directors keep a strategic altitude, but they're not naïve. They understand enough of the operational reality to assess execution risk without micromanaging. They balance high-level thinking with real-world grounding.

“Strategy without operational awareness is just theory.”

- Likely said by Jeremy Grey, Holy Shirts and Pants





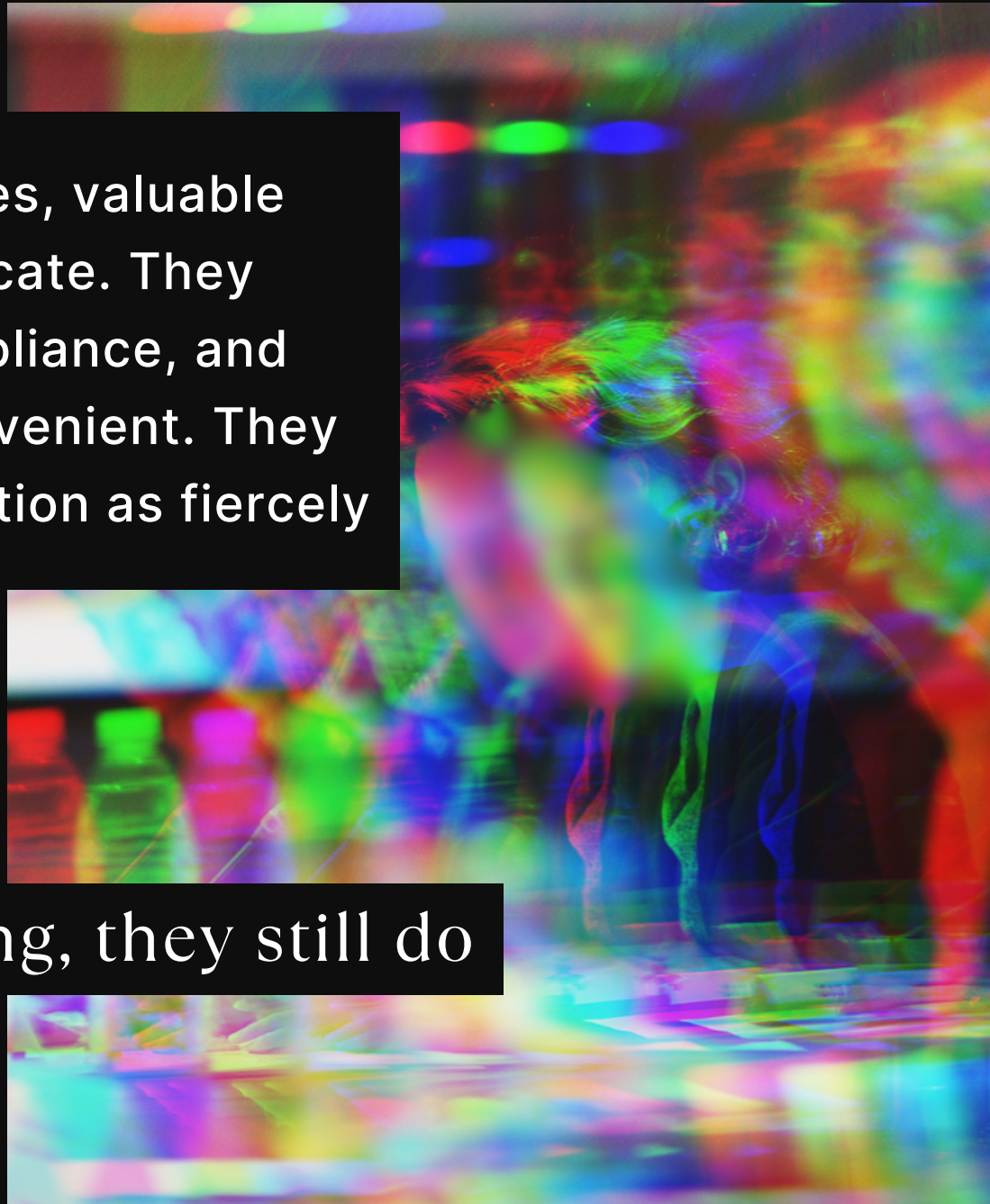
They Prioritize Integrity Over Popularity

05

When facing ethical gray zones, valuable board members never equivocate. They champion transparency, compliance, and culture—even when it's inconvenient. They protect the company's reputation as fiercely as its revenue.

“When no one's watching, they still do the right thing.”

- Maybe said by Brain Fantana, Odeon



06



They Build—and Guard—CEO Trust



Great board members understand their unique role: support, challenge, and protect the CEO–Board relationship. They communicate with clarity, avoid triangulation, and never blindside the CEO. Trust is their currency.

“When CEOs trust their board, they lead with more courage—and clarity.”





07

They Know When to Step Up—and When to Step Out

Valuable directors bring timely skills for the company's current and future needs. They self-assess, evolve, and if necessary, gracefully exit when their value has peaked. Their ego never outlasts their relevance.

“A truly great board member is always thinking about who should come next.”



A Final Thought for CEOs

You don't just need board members who attend—you need ones who accelerate. The most valuable directors are your strategic assets, not your oversight liabilities. Choose—and cultivate—they wisely.

