

BoardSurveys

Shine a new light on  
your board's effectiveness  
and performance

Benchmarking Board Performance



# Why review your board?

- ✓ **High tone from the top** – By setting a high bar for your board's performance, you set a high performance bar for your employees and your organisation.
- ✓ **Know where you're at** – Your board's strengths and weaknesses will be displayed in green, beige and red in a well structured report.
- ✓ **Roadmap for improvement** – Your report makes it clear what you need to do to improve.
- ✓ **Required** – Many Stock Exchanges, Securities Commissions and Governments require a review and it is now commonplace.



# Why Board Surveys?

- ✓ **Benchmarked** – Where does your board sit when it comes to its overall effectiveness? Is it in the top, middle, or bottom quartile for each of the dimensions? We'll also get to the bottom of this for each survey item.
- ✓ **Validated** – A leading Australian university, experienced directors and governance experts helped to validate our surveys to ensure that we only measure the things that really matter for your board's effectiveness.
- ✓ **Unobtrusive** – Fear not; our surveys only take around 10 or 15 minutes to complete, so you can get on with your day!
- ✓ **Change Orientated** – The benchmarked report is designed to be very action oriented with a focus on the areas that are the biggest levers for change. Changing in these areas will have the greatest positive impact on your board.



# Number of Survey Statements in each of our Board Effectiveness Surveys

Categories of Effectiveness			Designed for small organisations and not-for-profits		Designed for medium and large organisations	
What	Free Survey		Lite Survey	Essentials Survey	Advanced Survey	Premium Survey
	1. Board Role Clarity Index	2	2	2	2	3
Who	2. Board Composition and Renewal Index	3	3	4	4	7
How - Board Processes	3. Chair leadership		2	2	3	5
	4. Committee leadership					4
	5. Performance management of the Board		2	3	3	4
	6. Boardroom dynamics	2	2	3	3	5
	7. Board delegations					2
	8. Board/CEO relationship	2	2	3	3	3
	9. Board/Management relationship	2	2	2	3	5
	10. Information management	3	3	3	3	4
	11. Meeting management			2	2	5
Do - Board Tasks	12. Purpose and strategy		2	2	3	5
	13. Board priorities	2	2	2	4	5
	14. Organisational performance			3	3	4
	15. Organisational culture and integrity	3	4	5	5	5
	16. Governance of risk and compliance	3	3	3	5	7
	17. Executive talent and succession				2	2
	18. Executive remuneration				2	2
	19. Continuous improvement		2	2	2	3
	20. Adds organisational value	2	3	3	3	3
Number of Survey Statements		24	34	44	55	83
Number of Categories of Effectiveness		10	14	16	18	20

# Our Self-managed Board Effectiveness Surveys

## 5 step process

This approach enables the process to be as streamlined as possible. We take out the middle man so you have all the control – resulting in a more affordable survey option that still has the benefits of a world-class validated framework and benchmarked reporting.

Step 1	Step 2	Step 3	Step 4	Step 5 (Optional)
<b>You select your survey and any advisory or consulting services.</b>	<b>You complete the pre-survey form (survey close date, who receives the report, etc.)</b>	<b>You send the secure survey weblink to your directors and any executives.</b>	<b>We prepare your benchmarked report.</b>	<b>We analyse the report and provide any advisory or consulting services requested.</b>
You pay, then receive a pre-survey form to complete.	We send you the board survey weblink.	You ensure all respondents complete the survey before the closing date.	We send a secure link to the report to your designated recipient.	Our partners can help with any expert advice and action plans.

# Our benchmark reporting and optional expert advice

Our board surveys are designed to be used by boards of organisations of every shape and size throughout the globe. The surveys provide a measure of all the important issues that impact a board's effectiveness.

Our benchmarked reports will show your strengths and where you need to improve at a glance. They are designed to be change and action-oriented making it clear to you what you need to do to improve over the coming year.

Our board surveys use the world recognised WhatWhoHowDo framework for board effectiveness. Figure 1 shows how your board will be benchmarked overall. Figure 2 shows how your board is benchmarked against other comparable boards in each of the 20 categories of a board's effectiveness.

If you want any advisory or consulting services to help you interpret and act on your survey results we have arranged that for you too. A growing network of experts are available in all time zones across the world to assist you.

Figure 1

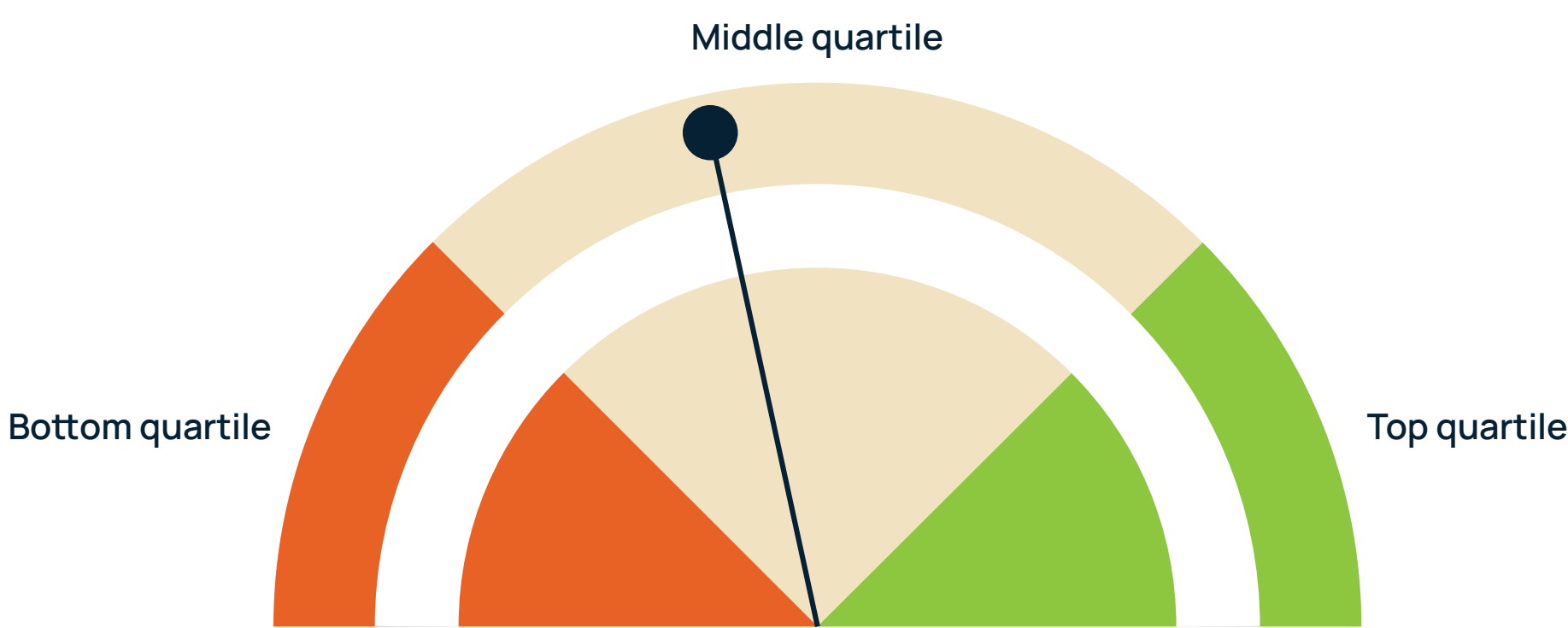
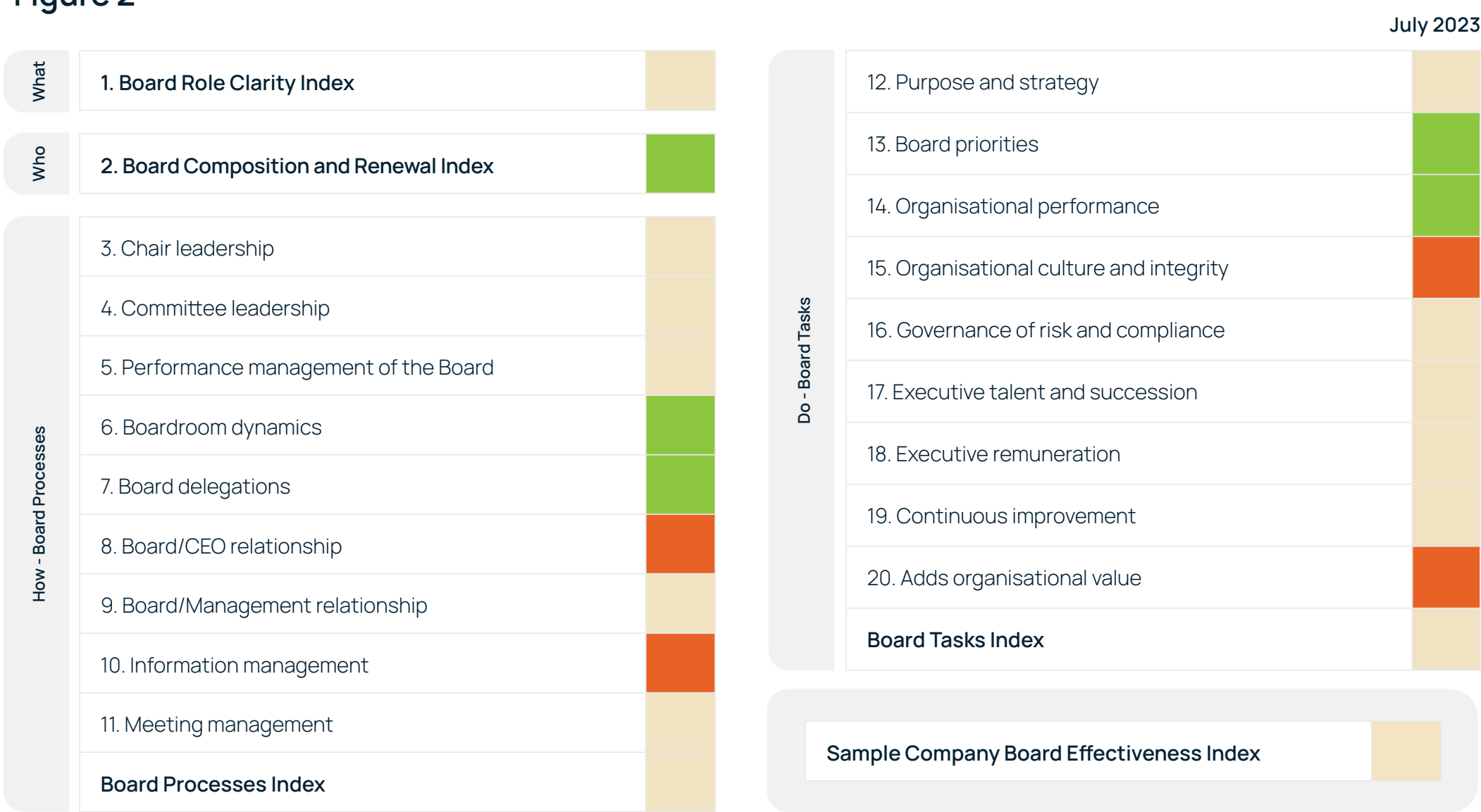


Figure 2



# The WhatWhoHowDo Framework

One of the reasons why so many organisations benefit from our board surveys is our board benchmarking survey methodology which is based on our world recognised WhatWhoHowDo Framework.

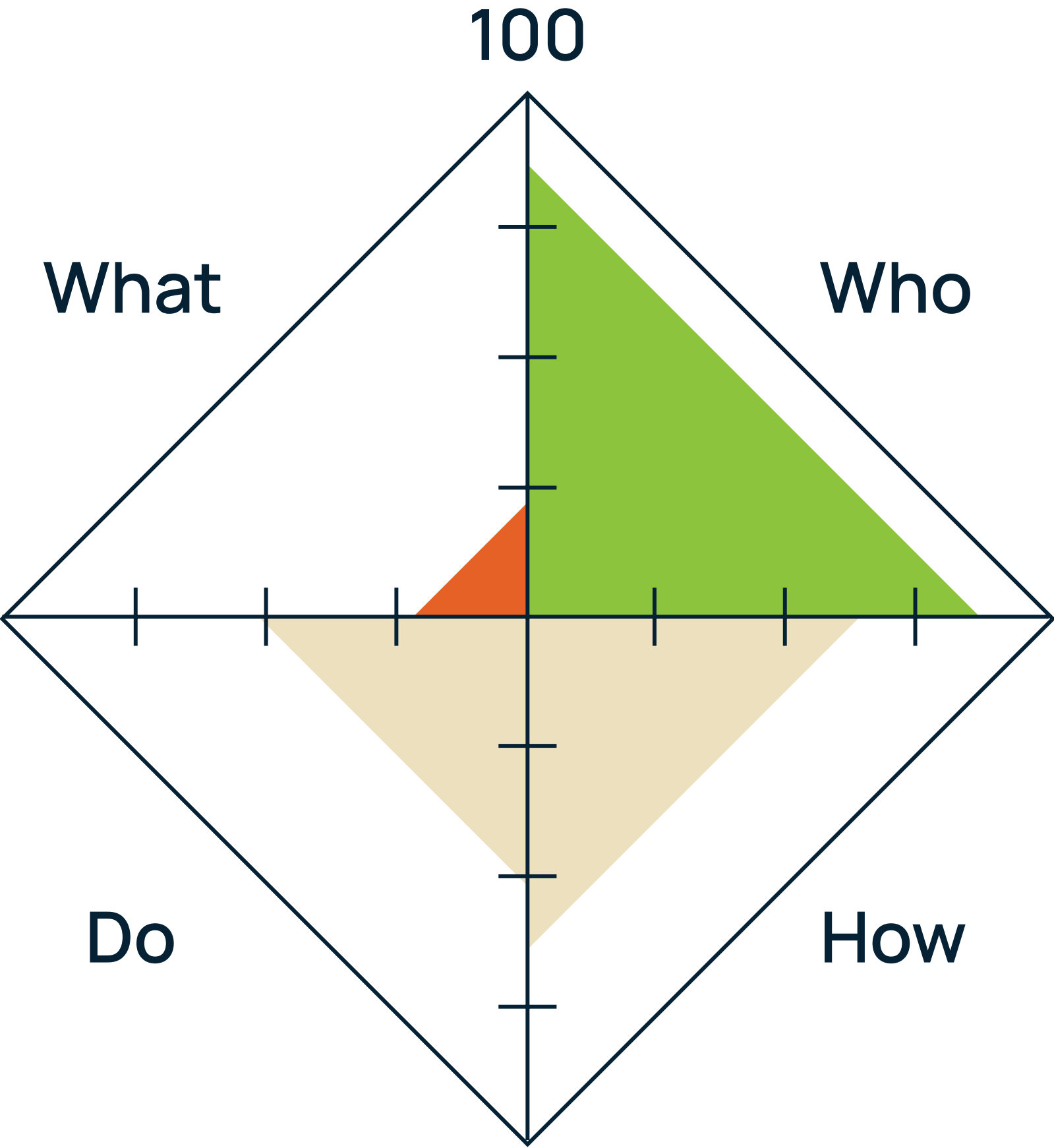
The WhatWhoHowDo Framework was designed based on a deep analysis of the four most important dimensions of a high performance and highly effective board after many years of interviewing hundreds of directors around the globe and internally observing dozens of boards in action.

## The four elements of the WhatWhoHowDo Framework

The WhatWhoHowDo Framework is divided into four factors, or dimensions, which are as follows:

1. **What**
2. **Who**
3. **How**
4. **Do**

These four categories are all crucial if you want a high performance. You can't just be first class in three of these areas. All four are essential.



# Don't take our word for it

“The insights gained will be helpful in guiding FIA and our board in ensuring we’re focused on our strategic priorities and ways to continually improve in governance. Highly recommend!”

Katherine Raskob  
CEO



“I highly recommend the benchmarked survey for any board wanting to review their current effectiveness and identify how and where they could improve.”

Bruce Anderson  
Chair



“The methodology of using a systematic and validated survey, that covers a wide range of important aspects of governance practice is most impressive.”

Mary Ann Hartley KC  
Deputy Chair



“The benchmarked report gave us great insights that will enable us to improve out of sight over the next year.”

John Altman  
Chair



“The Survey provided highly accurate results that pinpointed the exact areas where that SIM group board needs improvement.”

Mark Faus  
Governance Consultant



“Easy to complete. Easy to discuss. Easy to draw actions for improvement.”

Scott Chapman  
Chair



# Trusted by successful boards worldwide



Visit [boardsurveys.com](https://boardsurveys.com) to try a FREE single user board survey and also get a FREE benchmarked report.

All surveys powered by **insync**