



ADVISORY BOARD PRO-TIPS

Expert tips on how to build a solid foundation when launching an advisory board.

Why Your Company Needs an Advisory Board

86%

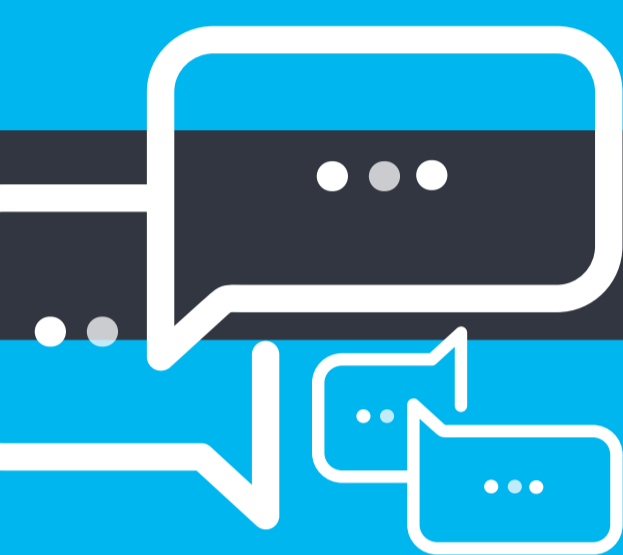
of leaders believe an advisory board significantly impacts the success of their business including company vision, innovation, risk management and profitability.

Source: Business Development Bank of Canada

Fully engaged customers deliver a 23% premium over average customers in share of profitability, revenue, and relationship growth. And studies show that only 13% of B2B customers are fully engaged.

Source: Creating Impact in B2B Relationships, Gallup

23% premium



20-40

Number of members

Maintain an intimate environment with open discussion.

Top 100

Create your short list of candidates



Start with your top 100 customers or channel partners. Involve account managers to source the best candidates who will actively engage and offer useful feedback.

Meetings Per Year

2-4 In-Person

+

2-4 Virtual

Communicate or meet with the board member at least quarterly.

Suggested Term for Board Member

2 Years

Consider extending the term for engaged board members who consistently provide meaningful and candid input.

Selecting Meeting Dates

Top 3 Factors

1

Secure stellar venue in great location.

2

Cross-check corporate and executive calendars.

3

Identify two or three dates to allow flexibility in venue selection.

After the Meeting

Close of the Meeting

Recap with a high-level summary immediately following the close of the meeting.

Within 10 Business Days

Deliver a full executive summary with key themes, action items, follow-up tasks, and quotes.

Need help starting an Advisory Board?
Already have a board and want to improve its performance?

We're here for you.



events • creative • marketing • communications