

Guide

Building your Board for Growth

Leadership beyond the executive team

Leadership Beyond the Executive Team

As your business grows, a strong board becomes essential. It's not just about filling seats but building a team that supports growth with expertise, diversity, and governance. This guide offers actionable steps to navigate board-building challenges.

Inside, you'll find:

- Steps to create a diverse, balanced board that aligns with your growth stage.
- Clear guidelines for identifying board members with the right skills and expertise.
- Practical advice on equity-based compensation to align interests and long-term value.
- Tips for fostering effective board interactions and engagement with your executive team.
- A structured onboarding plan to set new board members up for success.
- Tools and strategies to ensure your board actively drives growth and governance.

Whether you're forming your first board or refining an existing one, this guide equips you with the tools to create a foundation for long-term success.

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In case you have any further questions or looking for support don't hesitate to email info@invested.team

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BOARD COMPOSITION

Crafting a balanced board: strategies for diverse and effective board composition.



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BOARD COMPENSATION

Equity-based compensation aligning commitment and long-time value



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BOARD ONBOARDING

Key steps for smooth integration



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BOARD MEMBER PROFILE

Building stellar board profiles; key considerations for building the right team



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BOARD INTERACTIONS

Mastering board dynamics; strategies for effective board management



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RECOMMENDED READS

Key articles on Board Dynamics and best practises



1 | Board Composition

Crafting a balanced board: strategies for diverse and effective board composition

Crafting a Balanced Board

Building an effective board requires intentionality. A strong board isn't just about filling seats; it's about creating a group of individuals who bring the right skills, perspectives, and governance to your company's growth journey.

Strategies for a Diverse and Effective Board

Clear board expectations

Define what you need from your board at this stage of your company's growth.

Be clear about the expectations for each Board member. What strategic insights or support do you want? What role will they play during board meetings, and how will they contribute between them?

Appoint board chair

Appoint a board chair early on.

A strong chair **can make a significant difference in how the board operates.** They set the agenda, mediate discussions, and ensure meetings are productive.

Establish committees

As your business scales, dividing the board into smaller committees (such as audit, compensation, or governance) **ensures deeper focus on critical areas.**

These committees allow for more specialized discussions and streamline decision making.

Avoid a board of insiders

It's tempting to fill your board with familiar faces, but a board made up of primarily insiders or members from the same network can lead to groupthink and missed opportunities.

Aim for a mix of **independent voices and external perspectives to bring fresh thinking**

Prioritize diversity

A board with diverse professional expertise and personal experiences **will navigate challenges more effectively.**

Look for individuals whose skills complement your team and are able to challenge your decisions.

Compensate board members

Independent board members bring valuable expertise and time to your company. Treat their involvement as a business relationship.

Compensation ensures mutual accountability, allowing you to set clear expectations and trust in their commitment to the organization

Review board members

Schedule **regular reviews; every 18-24 months**, to evaluate whether the independent board members remain the right fit for the next phase.

Ready to dive deeper?

You've just had a sneak peek of this guide. Designed for self-management, this guide provides clear insights and pragmatic tools to help you navigate challenges and make informed decisions—no external support required.

Get the complete guide today!