

# CORPORATE GOVERNANCE

FOR PRIVATE BUSINESS

Interest in private company governance has skyrocketed.

What does an effective private company Board look like?

What are the benefits?

How should governance be implemented?

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*I'm glad to hear corporate governance isn't a panacea. Thinking about it realistically has actually made me more open to my own Board of Directors.*

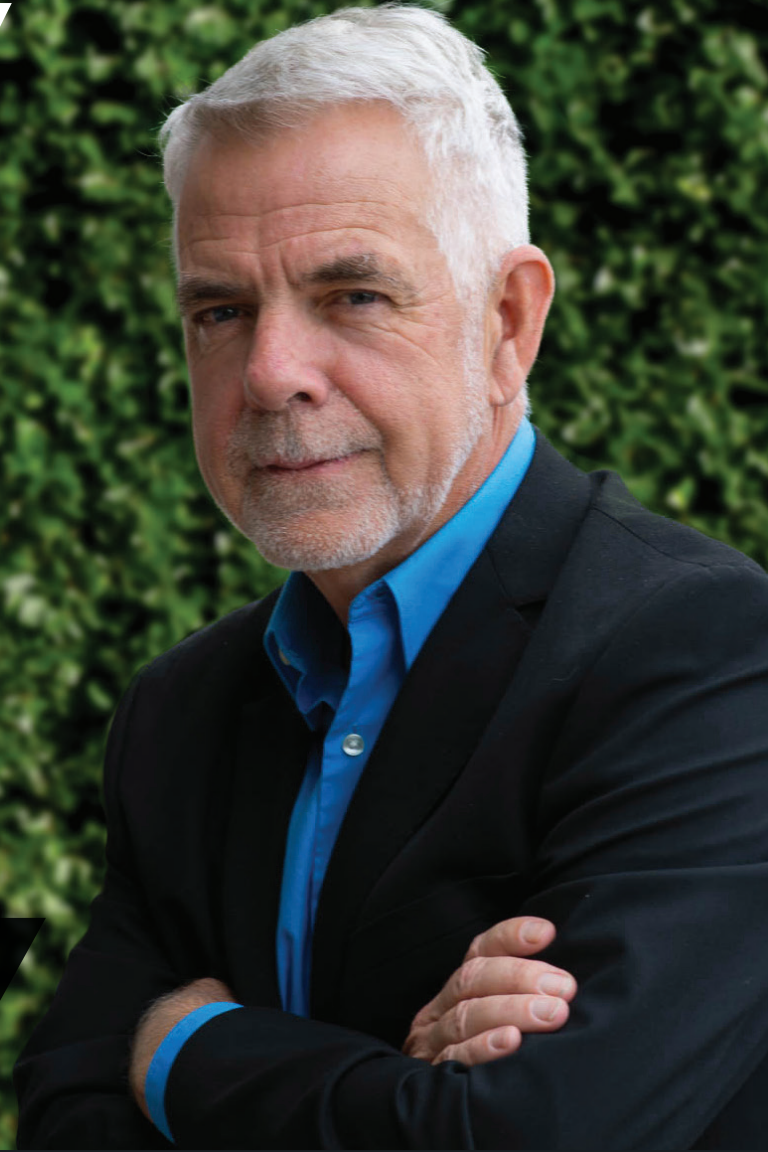
- Private Business Founder, Owner

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**Governance effectiveness impacts business value and ownership peace of mind.**

Building a strong Board that mitigates risk, oversees strategy and performance manages the CEO is critical to governance success.

Most people and organizations want to do better and they can. I try to help them see more clearly and make it easier to define how.



## JIM CROCKER

A veteran Director, Owner, CEO and Consultant, Jim Crocker is a straight-shooter and a governance pragmatist. He's seen the good, bad and the 'woah, what happened?' of corporate governance. "Governance is a great idea but it fails more often than people realize.", he says.

### THE GOOD NEWS?

*Governance effectiveness depends on simplifying, not complicating the governance process*

An energetic and enthusiastic speaker, Jim will give you the straight goods – and likely challenge your world view. "I'm happy to make people think", says Jim – "but that's not my mission. My mission is simple change. Most people and organizations want to do better and they can. I try to help them see more clearly and make it easier to define how."

For more information, please contact:



416.994.6552



[jcrocker@boardroommetrics.com](mailto:jcrocker@boardroommetrics.com)

# SPEAKING TOPICS

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## BEST PRACTICES:

FOR BOARD OF DIRECTOR (BOD)  
GOVERNANCE IN PRIVATE BUSINESS

### GOALS

1. For those considering a private business BOD, to share helpful insight on the rationale and benefits.
2. For those seeking to ensure their BOD is effective, to share helpful insight on what to do and how to do it, including lessons from other organizations and private businesses.

### TIMING

40 minutes + 20 minutes for questions (flexible)

### SESSION FLOW

1. The role of a BOD in private business.
2. The benefits of a BOD in private business.
3. Board composition – putting together an effective private business BOD.
4. Board effectiveness – operating an effective private business BOD.
5. Lessons from others – common BOD challenges and how to overcome them.
6. Q&A

### FEE

\$3500 USD + expenses

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## FROM GOOD TO GONE:

WHAT GOVERNANCE FAILURES TEACH US  
ABOUT EFFECTIVE CORPORATE GOVERNANCE

### GOALS

1. Use high profile governance failures to illustrate the challenges of strong corporate governance.
2. Identify the lessons and help Boards understand what they can do differently to improve governance effectiveness and mitigate risk.

### TIMING

40 minutes + 20 minutes for questions (flexible)

### SESSION FLOW

1. Introduction to governance failures
2. Examples of high profile governance failures – who are they and what went wrong
3. Lessons for other Boards – how to avoid making the same mistakes
4. Rethinking the Board's role – the key to strong governance
5. Summary
6. Q&A

### FEE

\$3500 USD + expenses

*“Listening to Jim’s presentation made me re-think my entire Board role.”*

- CEO, Mutual Insurance Company

*“It’s nice to have someone tell it like it is.”*

- Accredited Director

*“Jim, great job. How come more people don’t get it like you do?”*

- Public, private and NFP Director

*“Jim’s clarity around the role of the Board and our roles as Directors was very helpful. We had no idea!”*

- Chair, Not-for-Profit

