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# boardroommetrics news

*Bringing organizations together with accomplished leaders, experts and partners, Boardroom Metrics uses networks and technology to drive more success for everyone.*

## Helping you achieve your goals.

The mission of Boardroom Metrics is to help others make money.

We provide a unique outlet for individual talent – by maintaining a strong, respected brand umbrella; proactively driving business opportunities; and, providing the platform to team up with other, like-minded, accomplished achievers.

For organizations, we provide a ready source of select leaders, subject matter experts, business tools and processes.

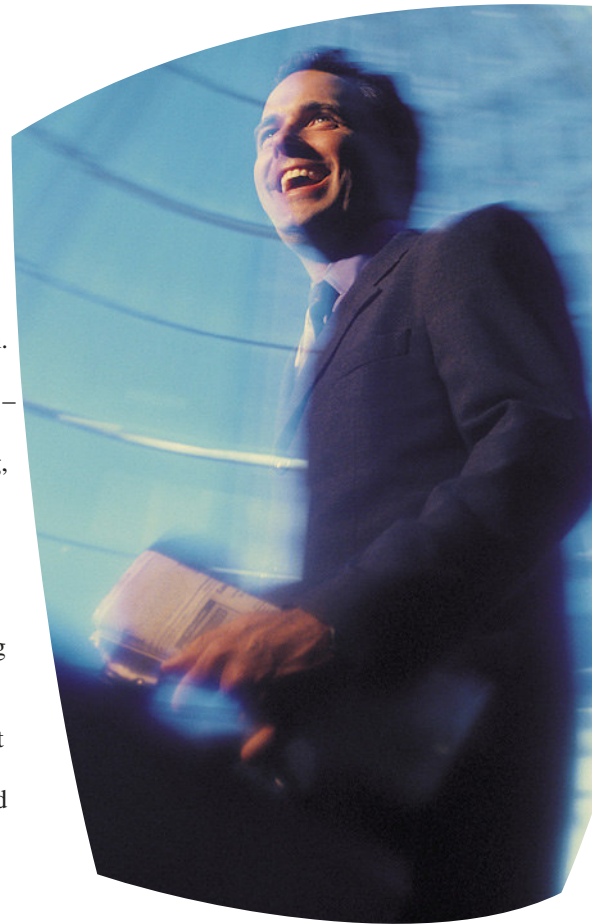
“Measure, plan, do” is our credo and we have assembled the people, tools and processes that client owners and leaders can tap instantly to build value in their enterprises.

Each of our Accomplished Executives is screened and chosen based on achievement, attitude and contribution.

They come from diverse backgrounds – retail, broadcasting, engineering, technology, healthcare, manufacturing, pharma, not-for-profit and others.

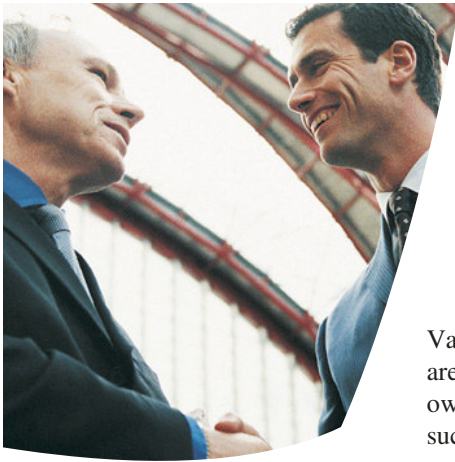
Their expertise includes corporate and non-profit governance, leadership, marketing, sales, social media, communications, facilitation, coaching international business and more.

Over time, our pool of exclusive talent keeps growing – providing unique opportunities for select individuals and outstanding resources for successful organizations.



## Landmark Leadership

As the former CEO of the Hockey Hall of Fame and CN Tower and GM of Roy Thomson Hall and Massey Hall, Dave Taylor knows Canadian landmarks. Running these landmarks successfully is a combination of retailing, food services, security, facilities management, tourism and show business. Dave became a Boardroom Metrics Accomplished Executive in May 2010.



# Private Business Value – Not Just Profitability

*To be valuable, private businesses must be sustainable and transferable.*

Every private business owner I've ever worked with shares the ultimate dream of selling or successfully transferring their business. For many, it's a key part of their personal wealth plans, particularly as they move into retirement.

Unfortunately, the numbers show that less than 1/3 of private businesses are sold or transferred successfully.

Valuable private businesses aren't just profitable. For owners who intend to exit successfully, their business must be sustainable – successful over time; and transferable – capable of being run by people other than current ownership.

The drivers of sustainability are outwards and market focused – market share, market growth, competitive advantage and core competency related.

The drivers of transferability are internal and process related – from human resources to management; from sales to production and order fulfillment.

When a business is clearly sustainable and transferable, it is more attractive to new owners – and therefore worth more to them.

Is now the time to start thinking about value in your business?

Jim Crocker has consulted to private and public business for over 25 years and is the founder of Boardroom Metrics.

## SMARTER METRICS: Private Business Value



To help more private business owners transfer their business successfully, Boardroom Metrics offers an assessment tool for sustainability and transferability.

The output is a simple, highly visual dashboard that owners can use to focus their value-building efforts.



# Governance – The Board's Role in Strategic Planning

The Board should lead the strategic planning process. Leading means:

- ensuring that there is a strategic planning process
- ensuring that someone from Management or the Board is accountable for each step of the process
- monitoring the progress of the strategic planning process to ensure it is happening as planned...on time, and on budget

The Board should participate in the strategic planning process. Participating means:

- Spending time as a Board to define, review (annually), and articulate (clearly) the vision, mission and core values of the organization.
- Spending time through committees or as an entire Board, reviewing outputs from the strategic planning process, understanding what is being developed and approving the strategic direction that is ultimately determined for the organization.
- Spending time on a regular basis to receive updates on how the plan is being executed and whether expected outputs are being achieved.

If there are Board members who say they don't have enough involvement in the strategic planning process there is something wrong - either the process is broken or there is a fundamental disconnect between the Board and Management.

Julia Dumanian is a certified Governance Specialist and Boardroom Metrics Accomplished Executive.

## Holiday Celebration!

Wednesday December 8.

Details to follow.

## Contact Us!

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