



ADVISORY
BOARD
CENTRE

2019

CERTIFIED CHAIR MASTERCLASS

PROGRAM METHOD

The Advisory Board Centre conducts specialist facilitated programs designed to enhance the confidence, knowledge and skills of professionals. The aim is to add significant value from Advisors on Advisory Boards or in individual engagements to support broader strategic outcomes. Our vision for our programs is to provide professionals with a challenging learning environment where they can listen to evidence-based ideas, share their own experiences and insights and deepen their relationships so they walk away with practical ideas and renewed confidence in an Advisory capacity.

PROGRAM PURPOSE

Formalised Advisory Boards are a proven management tool that can support businesses to increase sales and productivity and build internal confidence in decision making and strategy execution. The Advisory Board Centre professional development programs provide a practical pathway for businesses to increase competitiveness, support faster innovation and drive economic impact through effective engagement with Advisors. Due to the experience required to undertake these roles effectively, the Advisory Board Centre has developed our programs to enable professionals to build their skills, expertise and capability.

WHO IS IT FOR?

This program is designed for senior executives to build on their knowledge and experience to escalate their personal value in the market. The Certified Chair Masterclass is designed to build their capability into future Certified Chair status to support the chairing of Advisory Boards, Executive Committees or Councils.

RESEARCH BASED METHODS AND MODELS

Advisory methods and models shared are unique to the Advisory Board Centre. During the programs, validated research and case studies are shared including business mapping models, assessments and advisory service delivery models.

PROGRAM COMPLETION

Upon the completion of the Masterclass Program, participants will receive Certified Chair recognition from the Advisory Board Centre.



CERTIFIED
CHAIR

Program Investment: \$5,000 +GST AUD Current Advisory Board Centre Members
\$7,000 +GST AUD Non-Members

CERTIFIED CHAIR MASTERCLASS

This Executive education program is conducted over two days.

DAY 1: ADVISORY BOARD ADVANCED TECHNIQUES MASTERCLASS

Participants gain an in-depth insight into formalised Advisory Boards, techniques and models used by Certified Chairs in Australia, New Zealand and Hong Kong. This is an exclusive program for leaders in the professional services sector with demonstrated experience, business acumen and facilitation skills.

Learn and share real experiences from the leaders in this field. The knowledge, techniques case studies and research shared within this program are leading edge and 100% relevant to today's businesses.

What Will Be Covered?

GOVERNANCE & ADVISORY BOARDS

- Understand legal obligations of Governance and Advisory Boards
- Evaluate the varying structures of Advisor engagement
- How Governance & Formalised Advisory Boards work together
- Understanding current opportunities and risks of organisations and triggers in establishing an advisory board structure

THE ROLE OF A CHAIR, EXPERT AND ADVISOR

- Understand roles and relationships of Chairs, Experts and Advisors
- Conduct a Self-assessment – managing your own boundaries

MANAGING BOARD MEETINGS

- Understand the structure and management of meetings
- The value created by the discipline of the Chair
- 10 principles of project management - gaining support from within

METHODS TO USE

- How to conduct a triangulation assessment
- Evaluating Governance and business risk management strategies
- Framework for a Formalised Advisory Board
- Process to select Advisors & Experts
- Document and meeting management

DAY 2: PORTFOLIO MANAGEMENT MASTERCLASS

Commercialising Advisory Board services into a broader suite of offerings needs to be carefully managed. For individuals, it requires careful planning in building a portfolio. For firms, it requires consideration in terms of positioning, pricing and conflicts of interest. The Advisory Board Business Model Masterclass enables participants to navigate market segmentation, pricing and positioning of services.

Learn from real case studies of how individuals and firms are building their Advisory Board practice model. The knowledge, techniques, case studies and research shared within this program are leading edge and 100% relevant to today's most senior practitioners.

What Will Be Covered?

COLLABORATION METHODS

- Evaluating the ethics of independence and collaboration – how Advisory Boards are formed and how they work together.
- Understanding the Code of Ethics guidelines for Advisory Boards.
- Planning for scenarios and situational ethics – how to navigate and problem solve difficult situations.
- A Case Study Assessment is conducted on 3 externally assessed Advisory Boards.

PERSONAL AND FIRM PROFILING

- Understanding market segmentation and creating the value proposition
- Develop a communication strategy and positioning in the market
- Techniques to build personal advisor profiles

CLIENT MANAGEMENT

- Evaluating proposal development and pricing structures
- Evaluate self-management techniques
- Techniques to manage expectations of CEOs, Executives and Advisory Board Members

PLANNING

- Evaluation of capability and capacity planning
- 90 Day plan development for implementation

BEHIND THE SCENES - OUR CREDENTIALS

The Advisory Board Centre is supported by our own Advisory Board and Executive Team.



UDO DORING – Chair- Advisory Board Centre, CEO – AustCham Shanghai

Udo is Chair of the Advisory Board Centre and CEO of the Australian Chamber of Commerce in Shanghai. He commenced his international business career in UK with the research and commercialisation of the HR Coach Model internationally. His experience includes International Business and Chinese Law qualifications.



LOUISE BROEKMAN – Founder & CEO, Advisory Board Centre

Louise is an award-winning strategy advisor in the services sector and has Chaired several commercial Advisory Boards since 2006. She's most known for her global business and research. She founded the Advisory Board Centre, HR Coach International Network and the HR Coach Research Institute with 135 offices in 8 countries. Louise mentors in the tech start up space including iLab, Mentoring for Growth with the Queensland Government and the Global Social Franchise Taskforce –supporting social enterprises in emerging economies.



JAN EASTON – COO, Advisory Board Centre & Certified Chair

Jan is a founding member & Certified Chair of the Advisory Board Centre. She is Chief Operations Officer of the Network and leads the Advancing Women on Boards program delivered in collaboration with the Queensland Government. Jan has extensive senior management experience in the franchise and professional services industries.



BERNARD CURRAN – Advisor – Advisory Board Centre, Partner- BDO

Bernard is a founding member of the Advisory Board Centre as a Certified Chair. He chairs several Advisory Boards and has extensive experience as a Company Director and Board Member for organisations including Prince Charles Hospital Foundation, Australian Children's Education and Care Quality Authority and Crèche & Kindergarten Association Ltd. Bernard is a Business Services Partner and Chartered Accountant with BDO.



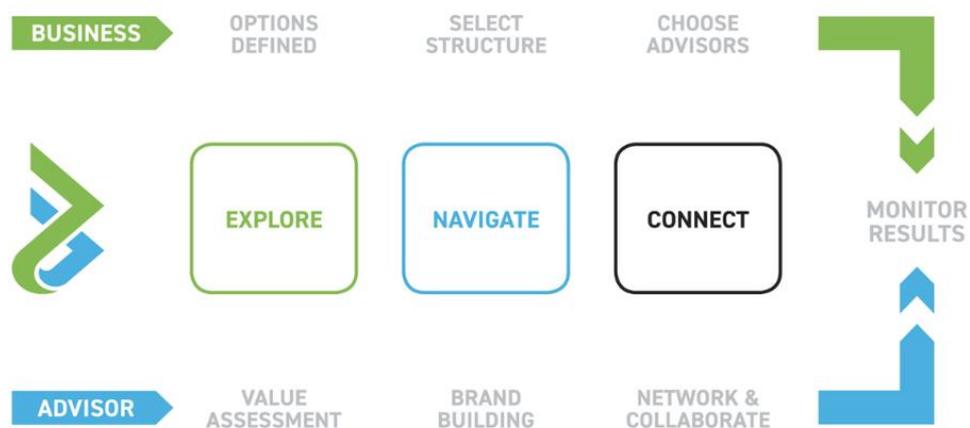
DAVID EPSTEIN- Advisor - Advisory Board Centre, Principal- Vigot & Co

David is an Advisor on our Advisory Board and Certified Chair. An experienced corporate affairs executive and non-executive director, he is Principal of Vigot & Co, Chair of Communications Compliance Limited, and an Adjunct Professor at Deakin Business School, Deakin University. He has been a senior executive at Qantas Airways, BHP Billiton and Optus (Singtel), and a senior adviser to three Australian Prime Ministers, culminating as Chief of Staff to the Prime Minister. David is a non-executive director of Opera Australia, The Asia Society-Australia, the European Australian Business Council and Can Too Foundation. He also sits on advisory boards for IoTStream Limited, and the Headon Photo-festival Foundation.

ABOUT ADVISORY BOARD CENTRE

The Advisory Board Centre is the leading independent Industry Body for the advisory sector. It supports both the business and advisor sectors. For the market it conducts research, advocacy and education. For the advisor community it provides evidence-based frameworks, quality standards and a collaborative environment for advisors.

It is an industry thought leader connecting advisory and business sectors as demonstrated below.



RESEARCH CONDUCTED BY THE ADVISORY BOARD CENTRE

The underlying foundation to the Advisory Board Centre is ongoing research. Our evidence based research has been conducted since 2002 and addresses business strategy, applied action, advisory board models and net economic outcomes are integrated into the methodologies and frameworks developed for formalised Advisory Boards. The research also informs the market on trends.

An independent committee steers the research agenda.

For more information about the Professional Development Programs offered by the Advisory Board Centre, please contact:

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