

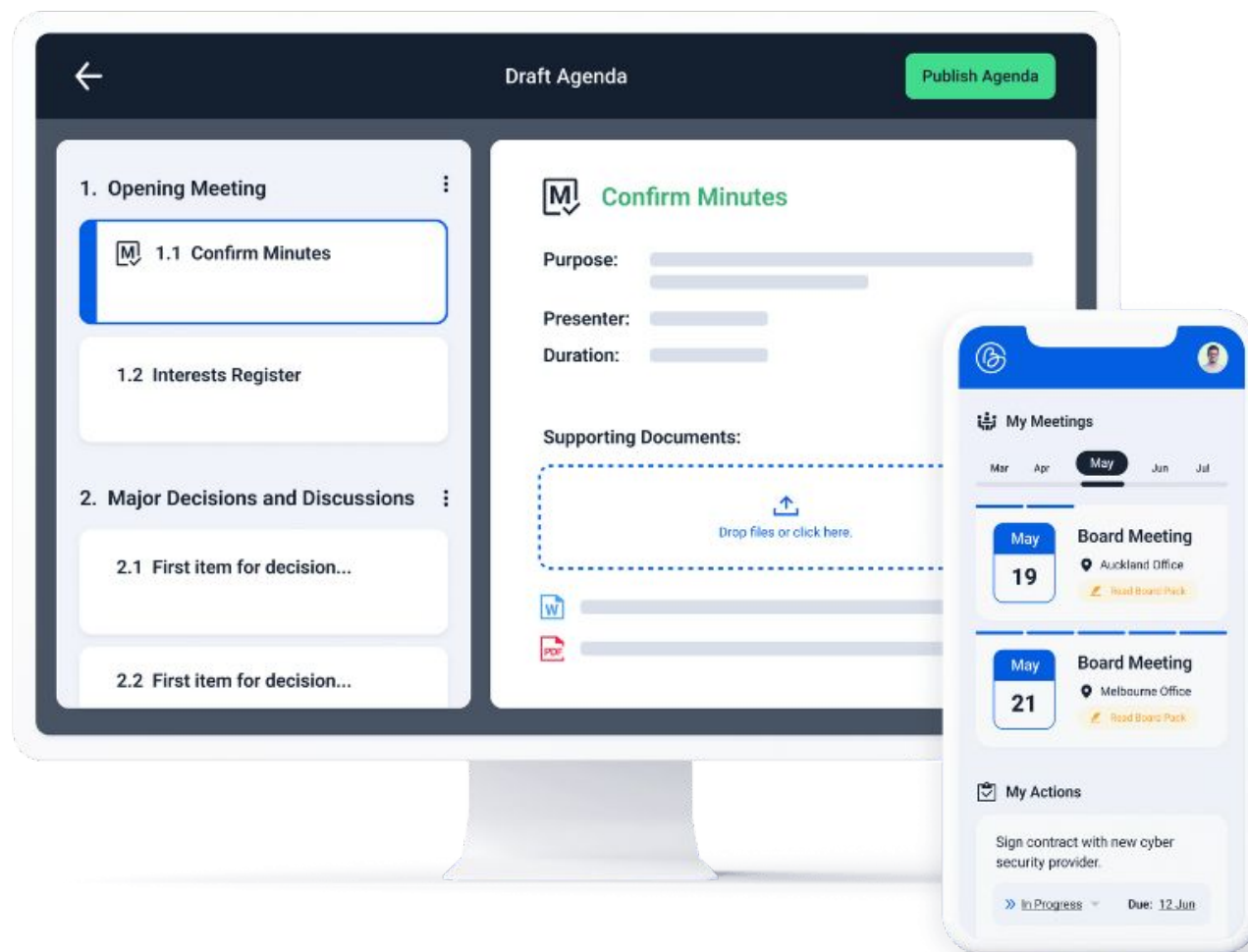


How to create a CEO report that will delight

your board









**Making the fundamentals of
governance free and
easy to implement**



Brett Herkt

Cofounder and CEO
BoardPro



Steven Bowman

Managing Director
Conscious Governance

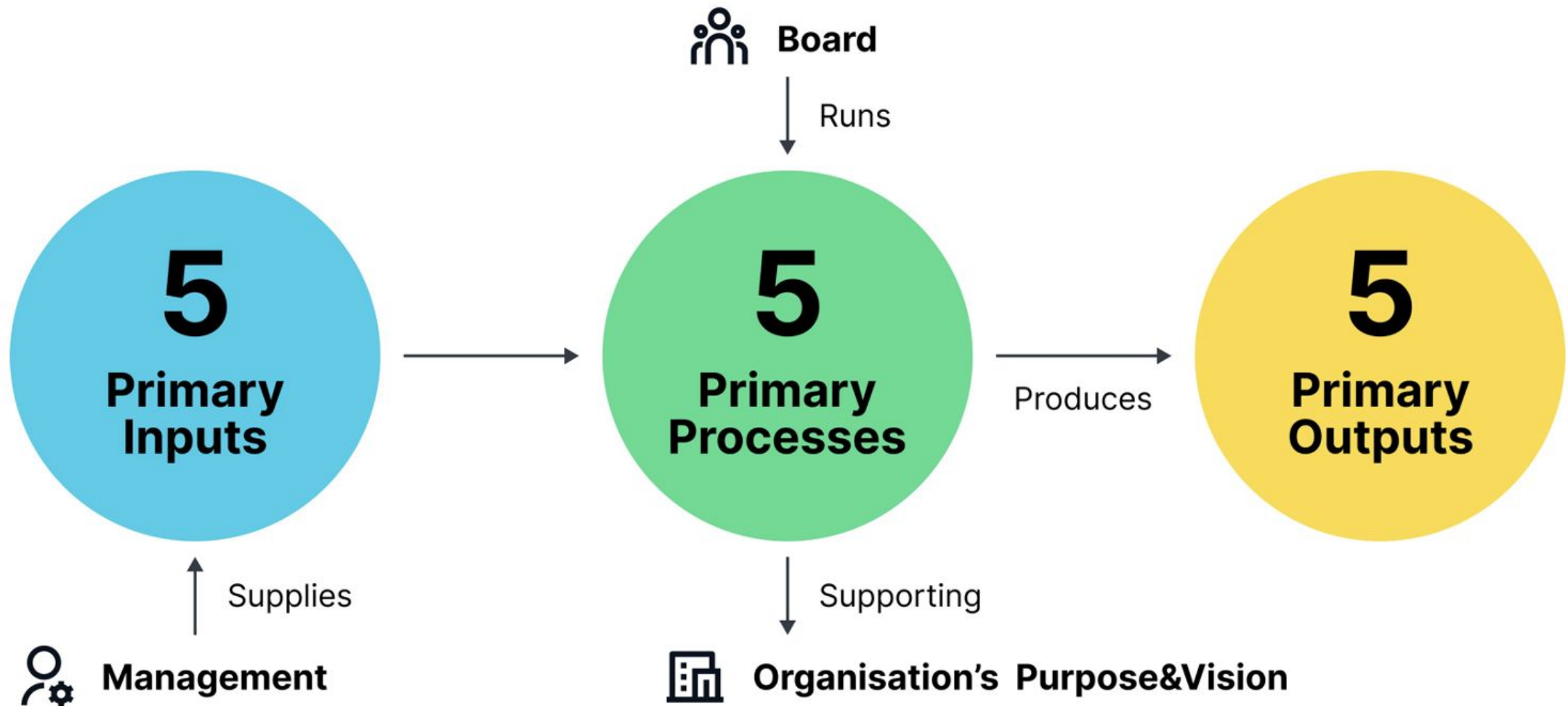


Lynda Carroll

CEO
Align Group

Slides, webinar video, white paper and templates will be sent to you. Relax, listen and ask questions





The 'BoardPro Governance Playbook' is licensed under the Creative Commons Attribution-Share Alike 3.0 Un-ported license

5 Run Board Meeting Cycle

- Oversight
- Progress against vision

4 Develop Annual Workplan

- Key tasks for progress organisational vision
- Board and committees



3 Refresh Strategy Annually

- Top 3-4 things in next 2-3 years

1 Develop Strategic Direction

- Affirm purpose & vision
- Top 3-4 things

2 Develop Guiding Policies

- Sensible constraints and limits
- Freedom to Operate



5 Risk Review

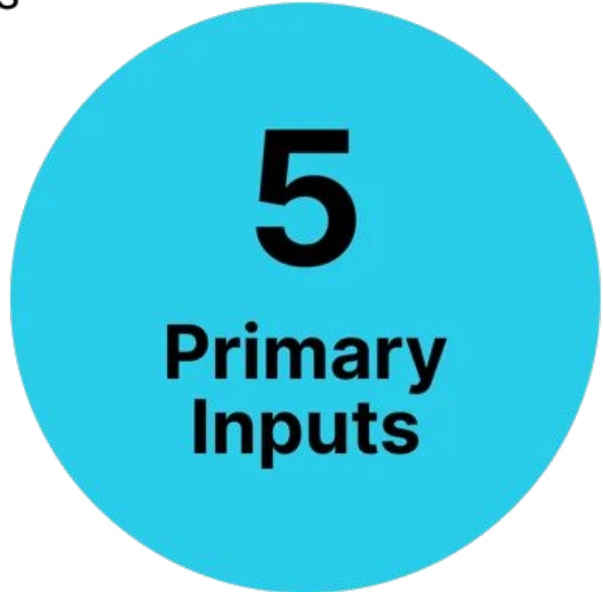
- Identify risk
- Mitigation plan for top 3-4 risks
- Levering risk

1 Annual Operating Plan

- 8 step process from planning to operating plan and budget

4 Decision Paper

- Set up board to make strategic decisions
- Information paper
- Discussion paper
- Decision paper

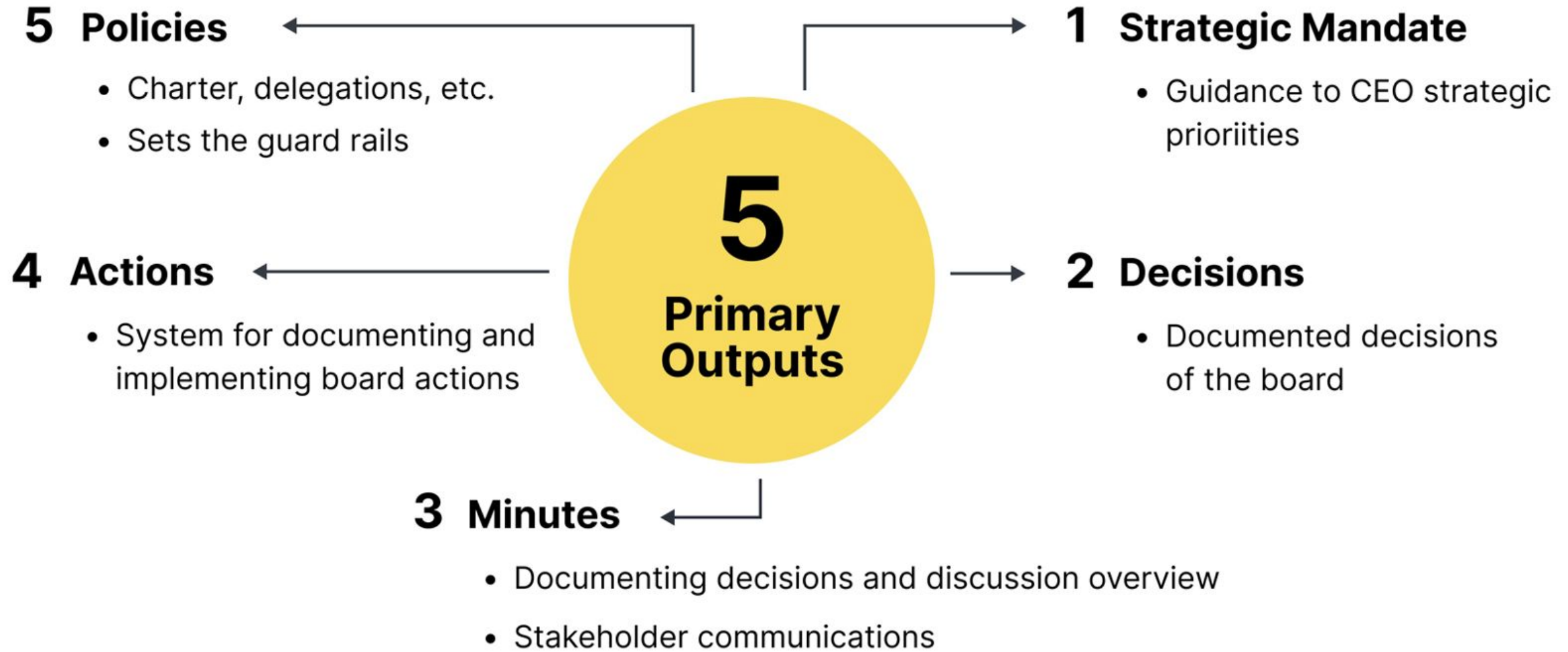


2 Progress Review

- Review progress against operating plan
- Typically quarterly
- Strategic implications

3 CEO Report

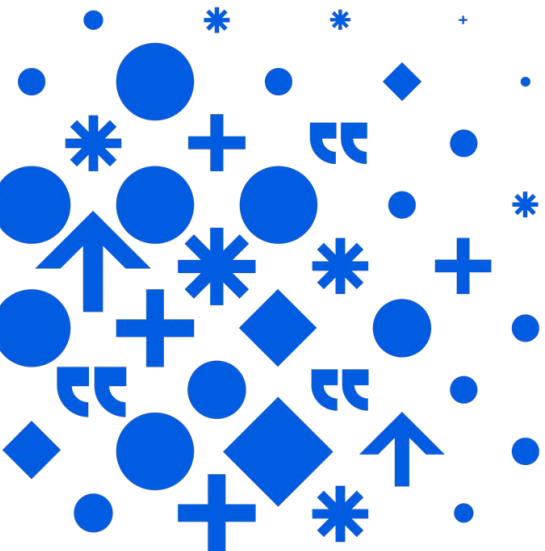
- Context for board decisions



1

Why a CEO report?

- A. What's the purpose of the meeting?
- B. Agenda is centerpiece
- C. CEO report = ultimate supporting paper
- D. Board has obligations i.e. solvency





“The board’s role is
to create the future
for the communities
they serve”

Steven Bowman
Conscious Governance

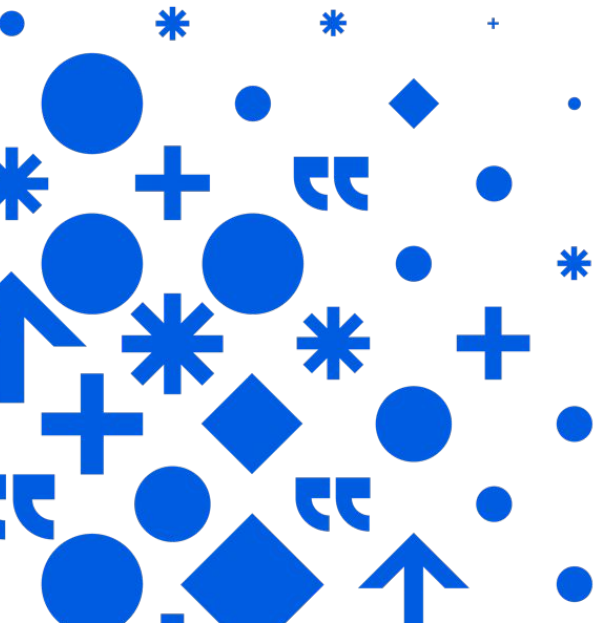


Mastering your CEO report sends a clear message to your board that you're on top of your game and steering the organisation in the right direction

2

How to approach it?

- A. With agreed governance goals in mind
- B. Setting a stage for an agreed agenda
- C. Building a narrative



Elements of an Effective CEO Report



1

What is on my mind?

- a. Looking back
 - i. What has gone well?
 - ii. What has gone wrong?
- b. Looking to the future
 - i. What opportunities are there?
 - ii. What are the risks or concerns?
 - iii. What keeps me awake at nights?

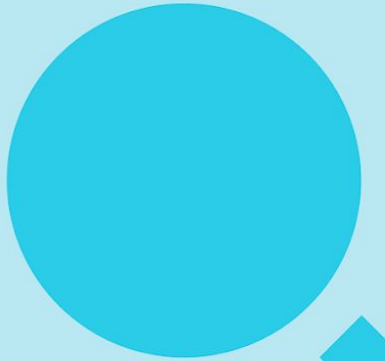
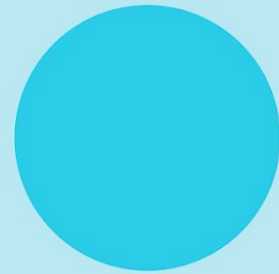
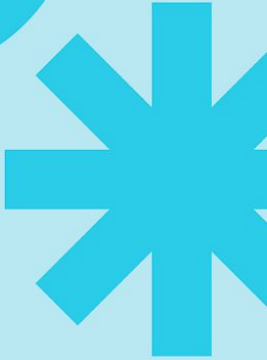
2

What are the implications for our plans and outlook?

- a. Confidence in the delivery of the plan
- b. Necessary adjustments

QUESTIONS

From the audience 



3

What does good looks like?

CEO REPORT [Template]

10 January 202X



Sales and Marketing		Financial		Operations	
Premium customers won	23	Sales Revenue	\$955K	CRM Implementation	On-track
Premium customers lost	1	Operating Profit	\$98K	HQ Refurb	Off-track
Net Prem. Revenue Gain (monthly)	\$48K	Net Profit/ Loss	\$46K	Systems Merge project	On-track
Total customers won	156	Cash Collected	\$1.04M	New HR Policy	On-track
Total customers lost	17	Closing Balance	\$411K		
Net Prem. Revenue Gain	98\$K				

Key decisions/discussions

List the main topics you want the board to consider in the meeting and the action needed.

	Action
Topic #1	Discussion
Topic #2	Decision
Topic #2	Noting

Top of mind

Areas of focus or concern for the CEO. What's keeping you up at night or most exercising your mind.

Big wins/learnings

List a few big wins or key learnings achieved this quarter. I.e. a major new channel partnership

CEO Summary and Metrics

Add a few sentences to summarise the position and direct attention of the board to what you see as most important.

BoardPro early days



CEO SUMMARY

Our sales and marketing machine is delivering. Our word of mouth engine is the main contributor to our top of funnel – delivering two thirds of our record sales in April.

Accelerating sales growth remains our biggest challenge and opportunity – our experiment program will uncover the answers in time.

Our business and business model are highly efficient and nicely set up to deliver sustainability at worst and profitable growth when we begin to scale.

BoardPro March 2020 - COVID



CEO SUMMARY

We've transitioned from 'foot down' on the growth accelerator to 'hand brake up' within a few days.

Refer summary in finance commentary below and more detail in cash management plan earlier in the agenda. Circa 8 months in runway at zero growth and 16 months if monthly revenue growth drops by 32% to \$XYZ per month.

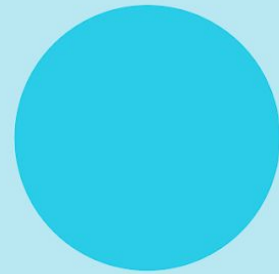
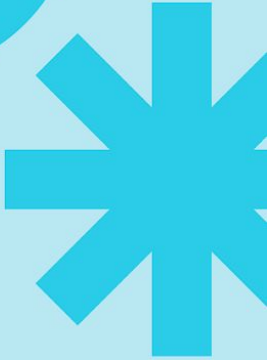
Sales have slowed down but are still closing – all other lead indicators are positive so far – excepting activity in BoardPro is down this week – will monitor closely.

The team is gearing up to seize the opportunities available within the crisis. Dev team rolling out a Zoom integration and will build flying minutes / between meeting decisions soon after.

The marketing team is refocusing efforts on the benefits of BoardPro in a crisis – i.e. remote meeting as a new norm and making critical decisions remotely.

QUESTIONS

From the audience 





Brett Herkt

in www.linkedin.com/in/brettherkt



Steven Bowman

in www.linkedin.com/in/stevenbowmangovernance



Lynda Carroll

in www.linkedin.com/in/lynda-carroll-39b3a213



Webinar Schedule

<https://www.boardpro.com/resource-centre/webinars>

61.	How to continually refresh your annual board strategy	On Demand
62.	Create a CEO Report that will delight your board	On Demand
63.	Board remuneration and director fees - research findings	Oct 19
64.	How late reporting kills the CEO	Oct 26
65.	Cultural Literacy - The Rules of Belonging	Nov 2
66.	Exposing the hidden risk of organisational culture - Deep dive	Nov 16
67.	Understanding board dynamics	Nov 30
68.	10 questions boards should ask about Cyber Security	Dec 14



Governance Made Easy Masterclass

Master the Art of Effective Board Meeting Minutes

November 14 | November 21
AEDT 12:00pm | NZDT 2:00pm



Accredited by
Strategi Institute

Purchase your training course

Normally ~~\$797~~ per person

Available now at \$597 NZD (All sessions)

[PURCHASE YOUR COURSE](#)

Thankyou

