



- MAGAZINE EVENTS GROWTH TOPICS LEADERS YOU SHOULD KNOW BLOGS JOIN OUR COMMUNITY VIDEOS

HOW CAN SMARTCEO HELP YOU?

I need help finding:

Search input field with a red 'Search' button

FEATURED ROUNDTABLES AND THINK TANKS

Navigating the unique challenges of a family business, sponsored by St. Joseph's University

More Roundtables

Ready to file: CPAs share the tax facts CEOs need to know in 2017 and beyond

Pricing strategy and tactics, sponsored by Aurylion LLC

The next four years: Where is the economy going, and how does it affect your business? Sponsored by Moritt Hock & Hamroff LLP

Staying ahead of cybersecurity threats, sponsored by Norris McLaughlin & Marcus, P.A. and Wilkin & Guttenplan, PC (part 2)

Why you should engage your executive team in building your advisory board

By Marissa Levin

CEOs must remember that while all employees work for the same company, in some ways they all work for different companies. They are laser-focused on their specific organizational function...



When it is time to build the advisory board and get the right people around the table, it will not serve your company to take a narrow, myopic view of needs.

The challenges of growth

I'm currently working with a rapidly growing government contractor on building an advisory board. The company is doing work for several agencies, but is looking to engage with a few others as well.

To prioritize expertise needs, I engaged five other stakeholders in the company, from various disciplines, including HR, marketing, technical development and sales.

After a 90-minute session, we concluded with a list of about 12 different types of required expertise.

Our next phase of work is to complete a "What Expertise Do I Need?" worksheet and begin to develop a board search document (BSD).

Complete clarity of expectations upfront will eliminate many problems down the road, and ensure that the company can fully leverage the wealth of talent and experience that is available through its advisors.

When you look at your current board, does the expertise around the table support a holistic perspective of what is or isn't working in your organization? Or does it only reflect your perspective?

CEOs have the opportunity to learn so much from their employees about how to build the best company possible. Never underestimate the power of the employee experience and perspective.

Marissa Levin is CEO of Successful Culture, a consulting firm that helps CEOs build excellent cultures. She is the author of Built to SCALE. www.successfulculture.com.

Share this!



RELATED POSTS



'I just want to be one of the guys:' Excuses to avoid



Understanding the rise of intrapreneurship



The importance of people: Corporate culture at IT

SMARTCEO MAGAZINE



HOT OFF THE PRESS SPRING 2017 EDITION

MORE ARTICLES



Win over your audience with a well-planned, effective opening and closing to your speech



Businesses are affected by crises and disasters all the time. Are you ready?



Wealth manager Stephen Cohn shares lessons from three decades of running a family business



'I just want to be one of the guys:' Excuses to avoid managing, and the harm they can do



The way to prevent death by meeting is to make meetings matter



managing, and the harm they
can do

Concepts

LEAVE A REPLY

You must be logged in to post a comment.

CORPORATE CONTACT

SmartCEO
2700 Lighthouse Point East, Suite 220A,
Baltimore, MD 21224
Phone: (410) 342-9510
Fax: (410) 675-5280

SmartCEO also has locations in New York, Philadelphia,
and Washington, DC. [Click here for more information.](#)

SITE CONTENT

About
Contact
Magazine
Nominate Now
Attend An Event
Read Articles
Leaders You Should Know
Subscribe To SmartCEO Magazine
Sign Up For Our Emails

MEET OUR CORPORATE PARTNERS