



FINANCIAL POISE WEBINAR ONE SHEET PRIVATE COMPANY BOARD OF DIRECTORS BOOT CAMP 2019

ABOUT THIS SERIES

More and more privately-held companies are exploring the benefits of effective corporate governance and, consequently, are working towards formalizing board processes. This trend has been driven in part by the ever-increasing pressure that companies face from foreign competitors and increasing government regulation. The demographic wave of the huge number of businesses whose leadership is getting ready to retire and which, therefore must engage in succession planning is another significant factor.

Yet, many private companies delay implementing a more formalistic governance regime or simply do not understand they even need it. This webinar series discusses various aspects of good governance in private companies. Applicable to owners, executives, directors and their respective trusted advisors, this webinar series brings a variety of experiences and perspectives on the most common questions around private company governance.

As with every Financial Poise Webinar, each episode is delivered in Plain English understandable to investors, business owners, and executives without much background in these areas, yet is also valuable to attorneys, accountants, and other seasoned professionals. And, as with every Financial Poise Webinar, each episode brings you into engaging, sometimes humorous, conversations designed to entertain as it teaches. Each episode in the series is designed to be viewed independently of the other episodes, so that participants will enhance their knowledge of this area whether they attend one, some, or all episodes.

About Episode #1

Roles & Responsibilities: a Primer

September 12, 2019 at 1:00 PM CST

Private company owners, including family businesses, ESOPs, and private equity owners, often have different expectations for their boards than is common in publicly traded firms. Besides being much



less encumbered by regulatory compliance, many private firms are looking for a completely different kind of engagement from directors. In companies with new boards, leaders and directors often struggle early on to determine the role of the board and how to separate board responsibilities from those of ownership and management. In this webinar, the audience will learn what companies are really looking for (or should be) from their boards, and the many ways that boards contribute to private company success.

This webinar is delivered in Plain English, understandable to you even if you are not a specialist. It brings you into an engaging, even sometimes humorous, conversation designed to entertain as it teaches. And, it is specifically designed to be viewed as a stand-alone webinar, meaning that you do not have to view the other webinars in the series to get a lot out of it.

About Episode #2

The Effective Director

October 10, 2019 at 1:00 PM CST

While we think of a board as a functioning entity, much of the success of the board relies on the individual behavior of its directors. During this program, we talk about some of the productive and problematic behavior that can show up in the boardroom, and the effect that it can have on board effectiveness. We look at what's expected of directors from ownership and management, and share examples of the ways that a highly effective director can help to meet or exceed those expectations and make a meaningful contribution to the company's success.

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About Episode #3

The Effective Board

November 7, 2019 at 1:00 PM CST

All of us have had experiences of meetings that were painful to participate in. Lack of preparation, ineffective facilitation, or inability to move decisions forward can all lead to an ineffective board. With boards charged with a company's most important strategic matters, no company can afford to waste valuable meeting time. In this discussion, we share practices that happen in real boardrooms that help



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DailyDAC, LLC d/b/a Financial Poise™
1954 First Street, Suite 178 Highland Park, IL 60035
www.financialpoise.com
847.463.9530

equip directors to participate and lead to energized and productive debate that feeds the company's success.

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