



CASE STUDY

Pop-up Boards



Better outcomes can be reached through better scrutiny. To succeed, sometimes you need an external sounding board and a safe space to stress-test your strategy. Our extensive Board experience and reach allows us to bring together an experienced panel of trusted peers and experts who will impartially challenge, critique, support and validate your strategy empowering you to make more informed decisions.

In the Pop-up Board case study below, Criticaleye was able to bring together a carefully selected group of experts to share stories and experiences of the issues the host company was facing.

Company type

National trade body representing individuals and organisations in the manufacturing sector (represents over 6,600 business and almost one fifth of total manufacturing turnover)

Key drivers for Pop-up Board/background

- To benchmark strategies and campaigns currently being used to address the **challenges and implications of Brexit**
- To better understand the opportunities which may come out of Brexit
- To address and discuss the urgent question of **skills shortages** and Government plans to address this

Outcomes of Pop-up Board

- An acknowledgment that until there is greater certainty and guidance around Brexit, little more than scenario planning can take place
- There are still many, significant and unresolved questions which need to be addressed in light of Brexit and the new US administration
- There is an urgent need, across all industries, to re-skill our workforce and prepare for the implications of huge numbers of workers leaving the UK
- Company-funded qualifications which include work experience may become more valuable than academic attainment
- Brexit may provide an opportunity to look at skills holistically, improve productivity and make better use of technology
- Businesses and leaders are going to have to reinvent themselves and work more collaboratively to make Brexit a success

“ In light of Brexit, the need for leaders to collaborate and benchmark ideas has never been more important. Criticaleye provides an environment where leaders can be open and discuss strategies with peers; we need this so we can be better prepared for the significant changes and challenges leaving the EU will bring. ”

Tom Taylor, Chair, Consumer Council for Water in Wales