



CRITICALEYE

The peer to peer Board Community

Inspiring Leaders to Succeed

Corporate Membership



Who are we & what do we do?

We are the peer to peer Board Community with more than 18 years of experience in transforming executives and leadership teams globally.

At the heart of all our work is a deep understanding of our customer. Utilising the phenomenal expertise and experience within our Community, we help leaders answer fundamental questions about **leadership**, **stakeholders** and **strategy**.

We work with individuals, executive teams and groups of executives across organisations. Criticaleye provides a leadership development framework that leverages the collective knowledge of our international Membership and provides crucial reference points for leaders in today's disruptive markets.





What is Corporate Membership?

Every interaction with Criticleye is designed to inspire, energise and enable executives and their teams to address challenges, perform at the highest level and create positive change.

We provide our Members with the tools and insights necessary to validate and execute a successful strategy, manage multiple stakeholders and address leadership challenges.

Our Corporate Membership package offers organisations collective access to Criticleye for five or more executives for a minimum of two years.

Individuals within this collective will receive bespoke support via a dedicated **Relationship Manager** and **Account Manager**, the latter playing a pivotal role in overseeing activity across executives and providing detailed reporting.

Corporate Membership Structure





Why choose Corporate Membership?

Members have a unique opportunity to identify and address leadership capability gaps, stress test new ideas and strategies, and get a broad range of external reference points.



“Given the pace of change and need to reprioritise on a regular basis, our Corporate Membership package is an effective and flexible approach to leadership development. We can provide an overview of common challenges and capability gaps, as well as the option to swap executives in and out depending on the business need.”

Neil Danks, Business Development Manager

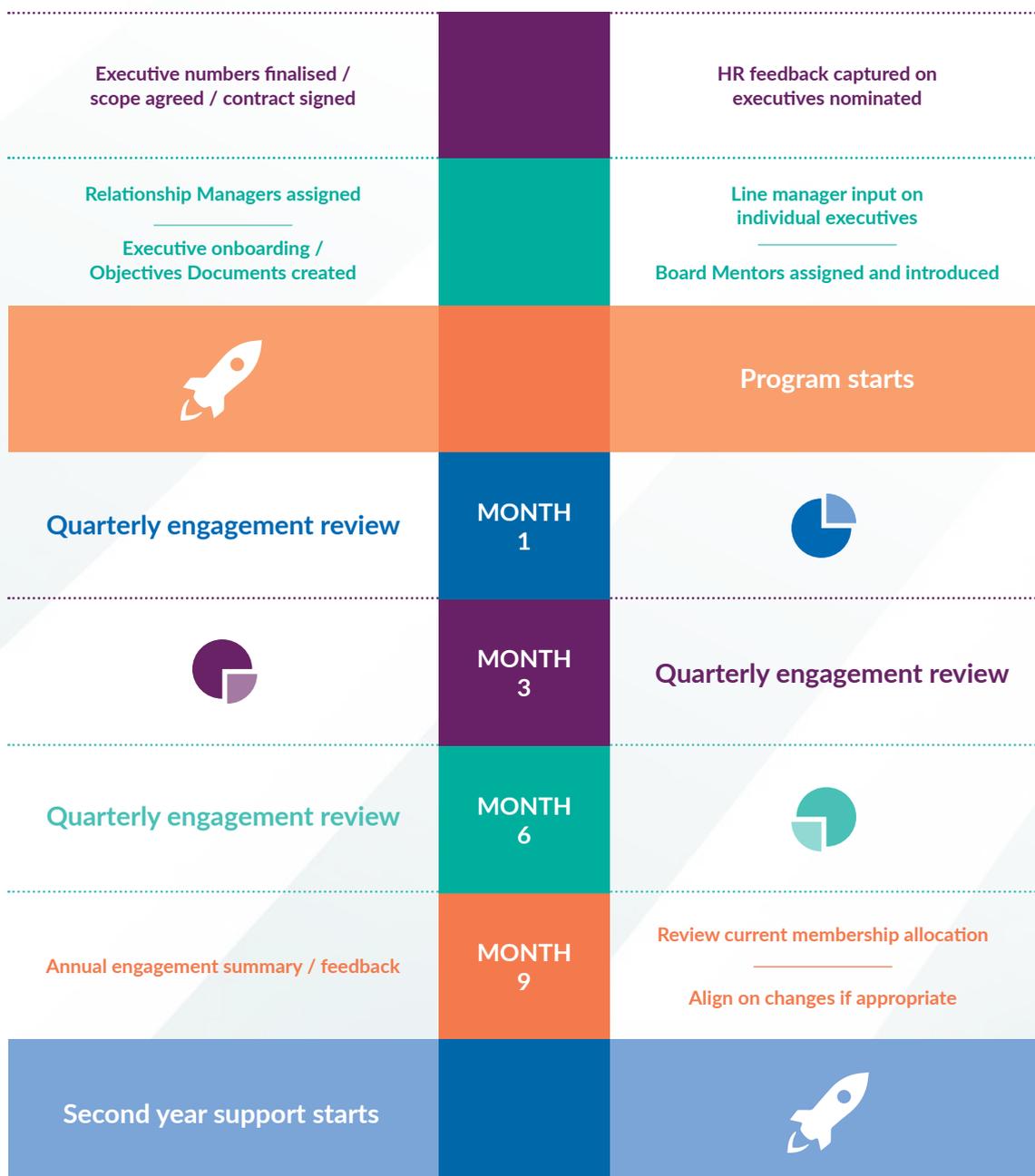




Timeline

Corporate Membership offers the ideal, bespoke solution to your leadership development challenges.

Recognising that high-performing executives must gain exposure outside as well as within the business, we offer access to a formidable, global Community of leading executives and mentors.





Corporate Membership delivers maximum value to organisations and leadership teams

Working with a group of senior leaders, rather than one in isolation, Criticaleye can have a more significant impact on organisational and leadership performance – we can gain better insight into issues which may be holding executives back from achieving their full potential and maximise the return on investment beyond working with one individual.

Value to the organisation

- A group of senior executives immersed in the external environment, able to anticipate trends, identify threats and spot opportunities for innovation
- A structured methodology offering access to different perspectives and best practice across sectors
- Independent oversight of executives working across your business – a unique opportunity to identify common challenges and capability gaps
- Access to our global Community of leaders, senior executives, chairs and non-executives

Value to the HR Director

- An end-to-end leadership development solution which is tightly managed and provides regular reporting on objectives and progress
- Flexibility to respond to the changing needs of the business by swapping executives in and out as required.
- The opportunity to address both team and individual needs in one solution
- A two-year or more investment, meaning we can get close to your business and eliminate any delay in progress due to internal budgetary approval processes.

Value to the CEO

- An opportunity to enhance individual and collective performance across leadership teams
- Ability to clearly demonstrate to stakeholders that the organisation is committed to high performance leadership and business growth
- Exposure of team members to leaders outside their immediate networks and industry with the aim of broadening perspectives and driving strategic debate

“Senior executives need an external sounding board. Someone with an unbiased perspective who understands the challenges of leadership and can critique their strategy.”

Vanda Murray OBE, Senior Independent Director, Bunzl plc and Criticaleye Board Mentor





Our Services

Our unique strength is in our ability to bring together a wide range of leadership and industry expertise, and provide a completely personalised approach so that Members broaden their skills sets and knowledge by engaging with global leaders from outside their immediate teams, organisations and industries. We adopt a range of tools to make this happen:



**Bespoke
Peer to Peer
Connections**



**Strategic
Pop-up
Boards**



**Executive
Retreats**



**Board
Mentors**



**Editorial
Content**



**Events and
Conference Calls**



Don't take our word for it

Our results speak for themselves

Criticaleye has been in Board conversations for more than 18 years. We have helped countless individuals, leadership teams and organisations collaborate, challenge themselves, gain trust and respect among the senior team and ultimately drive outstanding leadership performance for their organisations.

Our research reveals...



Only 25% of CEOs feel fully confident their team can navigate strategic uncertainty



58% of CEOs feel isolated in their role



47% of CFOs say the Chair, CEO and CFO are not aligned on strategy



Seeking inspiration and fresh thinking is where CFOs say they must improve



57% of Chairs and NEDs believe they need to improve the quality of strategic debate with their execs



83% of NEDs think that management teams are too inward-looking

“ We wanted [our executives] to go through the leadership development journey together, and collectively...It's been really great to see how that's developed both in terms of the conversations they're having but also some of the insight and shift in conversations we're having as a team. ”

Alexander Ridgwell
HR Director - IT, BT Group





Who we work with





Trust is everything

And it's built upon
relationships. So let's
get to know each other
and explore how we can
inspire you to succeed



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Our Values

Respect: an appreciation for diverse and varied views and experiences is crucial to high-performance leadership

Collaboration: working together to share knowledge and expertise is a defining characteristic of effective executive teams

Challenge: strategies and ideas need to be constructively challenged to reach the best outcome

Trust: leaders need to trust their colleagues and peers in order to work effectively and drive results

Integrity: we inspire leaders to succeed by providing a closed and confidential environment where Members can share openly

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