

STRATEGIC POP-UP BOARDS

FOR SENIOR LEADERS IN ASIA

Better outcomes can be reached through better scrutiny

Criticaleye Pop-up Boards are designed to help C-suite leaders across Asia make confident, well-informed decisions in today's dynamic business environment.

We know that C-suite leaders across Asia are operating in an increasingly complex environment, where accelerating change, geopolitical tension and an uncertain macroeconomic climate are giving rise to new strategic and operational challenges.

WHAT OUR LEADERS SAY*

Only **27%** believe their leadership team is fully equipped to **navigate strategic uncertainty**

43% say they need to improve the **quality of strategic debate**

Only **36%** believe their leadership team is **fully keeping pace** with what success demands

Our extensive experience and global Community reach enable us to bring together a trusted panel of peers and experts who objectively challenge, critique, support and validate your strategy, resulting in more successful outcomes.

A CRITICALEYE MEMBERS' POP-UP BOARD EXPERIENCE

Your dedicated **Criticaleye Relationship Manager** will engage an external panel of relevant Executive and Non-executive experience to validate your strategic plans or externalise one of your key challenges. Over the past 12 months, Criticaleye Pop-up Boards in Asia have consistently supported senior leaders in these key areas:



ADVISOR

ENHANCE AGILITY IN RESPONDING TO GEOPOLITICAL AND ECONOMIC SHIFTS

EMBED ESG PRINCIPLES AND SUSTAINABILITY INTO BUSINESS STRATEGY

STRENGTHEN SKILLS, LEADERSHIP CAPABILITY



CEO

DRIVE STRATEGIC CLARITY AND DECISIVE ACTION

ACCELERATE DIGITAL TRANSFORMATION AND INNOVATION

ACHIEVE ALIGNMENT DURING LARGE-SCALE TRANSFORMATIONS

FOSTER A HIGH-PERFORMANCE CULTURE TO DRIVE SUSTAINABLE GROWTH



CFO

BENCHMARK AND ENHANCE STAKEHOLDER ENGAGEMENT WHILE FOSTERING WELLBEING AND A POSITIVE CULTURE

DRIVE PROFITABLE BUSINESS GROWTH ACROSS DIVERSE ASIAN MARKETS

MANAGE PERFORMANCE PRESSURE



INED



CHAIR



CPO

RECENT EXAMPLES INCLUDED



CPO
LARGE PROPERTY COMPANY
AI Implementation: Business and Customer Impact



CFO
CONSUMER GOODS COMPANY
Integration Strategy Post-Acquisition



CEO
GLOBAL FINANCIAL SERVICES FIRM
Asia Strategy Presentation



MANAGING DIRECTOR
INVESTMENT & BUSINESS GROWTH FIRM
Growing a Profitable Business in Asia



PRESIDENT
GLOBAL PULP & PAPER COMPANY
Benchmarking Stakeholder Engagement



CEO
GLOBAL POSTAL AND LOGISTICS COMPANY
Achieving Alignment on Large Scale Transformation

OUTCOMES

SHARPENED STRATEGIC FOCUS	ELEVATED LEADERSHIP BENCH STRENGTH AND SUCCESSION READINESS	STRENGTHENED CULTURE TO ACCELERATE BUSINESS PERFORMANCE	STRENGTHENED BOARD-LEVEL INFLUENCE
DROVE INNOVATION-LED GROWTH	ELEVATED STAKEHOLDER ENGAGEMENT	ACCELERATED MARKET-SPECIFIC GROWTH STRATEGIES IN ASIA	BOOSTED LEADERSHIP CAPABILITY



*“Criticaleye’s Pop-up Boards offer senior leaders based in Asia the chance to gain **fresh perspectives and practical insights** from a diverse group of experienced leaders both regional and global. They provide a **safe space** to challenge assumptions, explore new ideas and refine strategies which **helps leaders build confidence to navigate complex business challenges effectively.**”*

Jeremy Scholefield
Managing Director, Asia
Trifast



*“As a **Criticaleye Board Mentor**, we actively share real-life experiences, and diverse knowledge on navigating challenges and dynamic changes in the business environment. This collaborative approach not only enriches our discussions with Members but also fosters a **culture of continuous learning and adaptability within the Community**. The **Pop-up Boards** further amplify Members’ ability to tap into varied industry experiences and stress-test different solutions proposed by senior leaders. **I’m grateful for the enriching mentorship journey at Criticaleye so far.**”*

Benny H. Goh
Board Mentor
Criticaleye

CRITICALEYE VIDEO: THE VALUE OF CRITICALEYE POP-UP BOARDS

Click [here](#) to watch leaders from across our global Community share valuable insights into the unique value and impactful outcomes delivered by Criticaleye Pop-up Boards. Featuring commentary from **Karen Fawcett**, NED at Aegon, LGT and Temus and Board Mentor at Criticaleye (pictured), **Till Vestring**, Advisory Partner at Bain & Company and Board Mentor at Criticaleye and **Michael Crompton**, General Manager at Criticaleye.

