

# Inspiring Leaders to Succeed

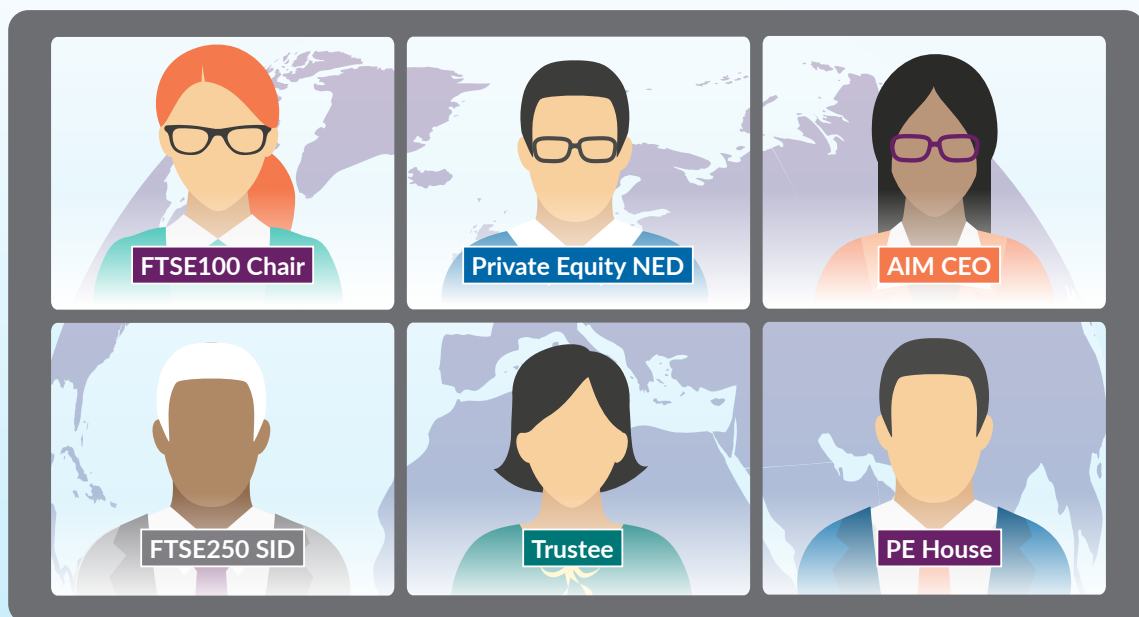
**Non-executive Director Membership**

# Who are we?

We are the peer to peer Board Community with almost two decades of experience in transforming executives, non-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 executives, non-executives, and executive teams across organisations. Criticleye 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 we do

We offer our Non-executive Members a chance to connect with peers, share knowledge and participate in our content-rich schedule of leadership events and interactions.

**Every interaction with Criticaleye is designed to inspire, energise and enable Non-executive Directors to gain knowledge and outperform in their roles.**

Criticaleye provides Non-executives with the tools and insights required to develop a successful portfolio career. Whether you're a seasoned NED or just starting out, you'll have an opportunity to engage with senior executives and NEDs across our global Community.

Our Members get bespoke support from a dedicated Relationship Manager. The Non-executive Membership package offers unlimited access to networking opportunities at events, flagship Retreats and roundtable discussions.

You'll receive ongoing leadership and personal brand development, alongside full participation with all aspects of our Community.



# Non-Executive Director Membership

Criticleye offers the ideal, bespoke solution to leadership and development throughout your Non-Executive portfolio career.

Choosing a Criticleye Non-Executive Membership package provides the benefit of consistently high-level touchpoints across all Board appointments, industry sectors and ownership structures including PLCs, Private Equity, AIM, Public sector and NGO's. Working closely with you, our team will curate the ideal mix of content, contacts and activities to address your needs and aspirations to be a successful NED.

## CEOs revealed where their NED colleagues most need to improve

1. Strategic thinking
2. Seeking inspiration and fresh thinking from other sectors
3. Commercial understanding of the business

Source: Criticleye CEO Research

*“Many of the issues that confront chairs and NEDs – around strategy, succession, measurement of performance, executive motivation – are common across companies and sectors. Others will have confronted and successfully resolved problems in their Boards and Criticleye provides a trusted community to share experiences and learn from one another.”*

Alastair Lyons, Chair of Glas Cymru (Welsh Water), Harworth Group plc, and Vitality Health



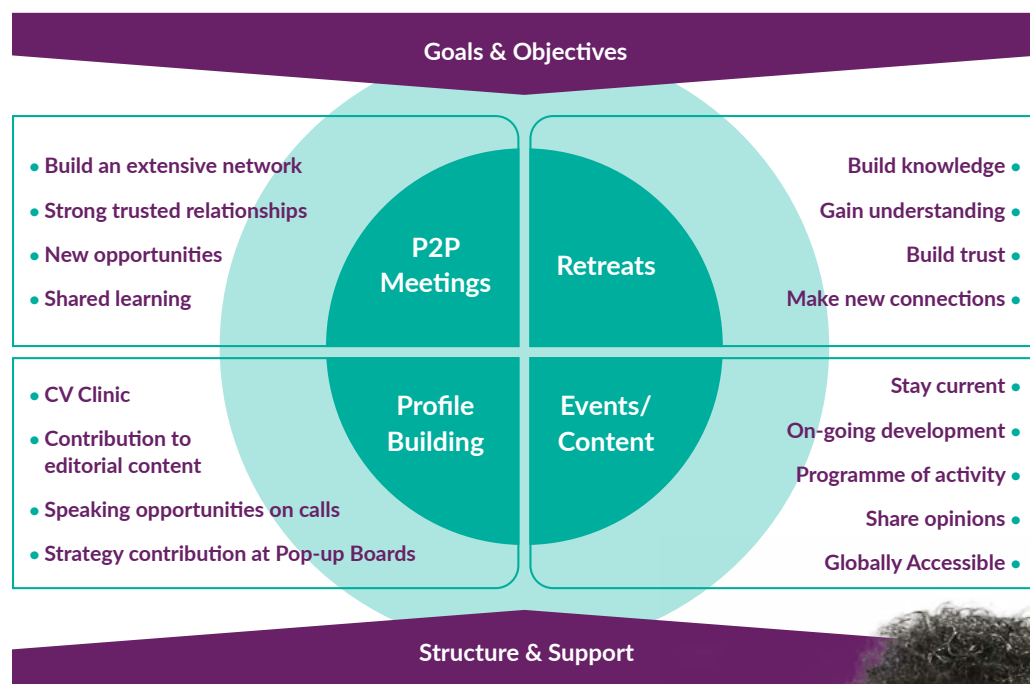
## Criticaleye enables Non-executives to identify knowledge gaps, explore new ideas and, ultimately, make a valuable contribution to Boards.

The transition to Non-executive life presents multiple challenges including the lack of corporate structure and loss of familiar colleagues and routines. We have years of experience working with NEDs so understand the uncertainty that can result from stepping into this role.

Our Non-executive Membership offers structure within a supportive Community.

Your Relationship Manager develops your network via peer to peer connections and participation at Criticaleye Retreats and events.

You'll be building your own profile and personal brand by contributing to our editorial content and have access to over 100 annual events including discussion groups, conference calls and breakfasts.



*“What Criticaleye offers is a safe space for NEDs to ask questions and listen to how other boards are tackling common issues. Now more than ever, organisations need their NEDs to bring new thinking, challenge and diversity of thought, so non-executives must actively find ways to bring the outside in to their board discussions.”*





Yetunde Hofmann, Non-executive Director, Treatt plc and CIPD










## Non-Executive Members build a knowledge base and network which is second to none.

### Value to the Non-Executive

-  A ready-made structure and dedicated relationship manager, plus a huge network of peers, provides you with the support you need to face critical challenges, answer difficult questions and unfamiliar environments.
-  Access to our global Community of leaders, senior executives, chairs and non-executives.
-  Staying current with key topics in governance, new trends, disruptive technologies and executive thinking.
-  We accelerate your impact and strategic alignment by connecting you with the right person at precisely the right time. Our relationships are built on a huge amount of trust and goodwill.
-  An open culture of collaborative learning and self-reflection drives personal growth. This, together with feedback from peers and others in the community provides a valuable tool for a 360-degree self-evaluation.

### Value to the Boardroom

-  Adopting correct Board culture, knowing how to influence and steer a board, and encouraging the right balance of innovation and risk.
-  Increased breadth and depth of knowledge about the industry and its competitive challenges. Gaining insight from peers can help to bridge any knowledge gaps.
-  Access to relevant, integrated thinking delivering more valuable strategy and direction to their boardroom contribution.
-  Advice on keeping Board members engaged and accountable can be the key to propagating change in culture, strategy and direction.
-  Increasing diversity in the boardroom has been shown to significantly improve performance. Access to a wide range of individuals via the Criticleye community can allow for more balanced input to your board.

*“Being a Non-executive is rarely what people expect it is going to be. There’s a lot that’s messy and difficult so having access to a community of peers, where you can have confidential, open and honest conversations, is critical.”*

**Fiona Ross**, Chair of Córas Iompair Éireann (CIÉ) and Non-executive Director at Smith & Williamson Investment Management (Europe)



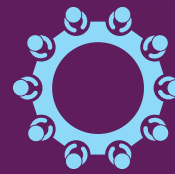


# Our Services

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 leaders from outside their immediate teams, organisations and industries. We adopt a range of tools to make this happen:



**Bespoke  
Peer to Peer  
Connections**



**Pop-up  
Boards  
+ CV Clinics**



**Leadership  
Retreats**



**Board  
Mentors**



**Editorial  
Content**



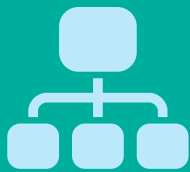
**Events and  
Conference Calls**

# Don't take our word for it

## Our results speak for themselves

Criticaleye has been in Board conversations for almost two decades. 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...



Around half of  
Chairs and NEDs  
aren't convinced  
the top team  
is aligned



78% of Chairs  
and NEDs say  
their management  
team is too  
inward-looking



Fear to challenge  
and speak openly  
is the no.1 reason  
for management  
team failure

*"The difference with Criticaleye, both in Asia and Europe, is that the peer to peer conversations are very significant. As a NED Member you are in a club of like-minded people, but from different backgrounds and industries, and it's an opportunity to get different perspectives that challenge your own approach. Being based in Asia, I've been able to connect with Non-executives from UK companies through Criticaleye, the connections I have made have supported me in my own roles and decision-making."*

**Bala Swaminathan**

Asia Advisory Board Member, Westpac Banking Corporation







# 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



## Inspiring Leaders to Succeed

### 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

To discuss in more detail, please contact:

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