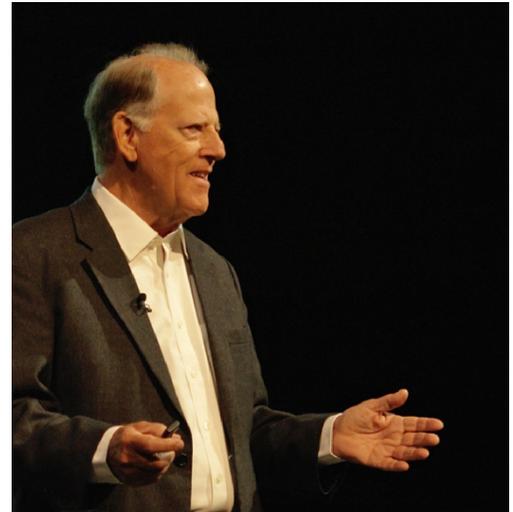


KEYNOTE SPEECH SUMMARY

MAKE YOUR BOARD INTO A VALUE ACCELERATOR

by
RICK WILLIAMS



Too often, the board of directors checks the boxes and follows the board meeting agenda but does not add value to the company's leadership. The board could be rubber-stamping the CEO's initiatives, or the CEO does not see value in engaging with the board to help make the company more successful.

Rick's keynote speech challenges the audience with the idea that having an engaged board is a choice – “what are your expectations for the company, the board, and yourself?” Drawing on his experience as a board member and board chair and his widely published professional articles on board governance and management, Rick takes the audience through the board's governance role, its role in the company's management, and board member duties.

Rick gives the board, company owners, and company leaders the process and cultural steps for building and maintaining an engaged and value-add board of directors. He talks about what can go wrong, expectations, and liabilities for board members.

Each attendee will receive a comprehensive *Make Your Board into a Value Accelerator Key Takeaways*, including topics covered, points made, and a Call to Action. Note-taking is not required.

The audience comes away with:

- * Understanding that the board's role in the company's leadership is a choice.
- * Understanding the board's role in governance and management of the company.
- * Practical steps for turning the board into a value accelerator for the company.
- * Realizing that the board must manage itself as part of board governance.
- * Accepting that they will make better decisions when open to different points of view.
- * Seeing the board's role as both the boss and the coach to the CEO.