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Outside Boards Program

If you're considering creating a board of advisors or board of directors, you no doubt have many questions. You might even be struggling with the decision to use a board or not since you've made it this far on your own, or because you believe others won't understand your company and its goals. Perhaps you think boards are only for large companies.

When asked how important outside boards were, Clay Mathile, Aileron's founder and former chairman of Iams Corporation, said, "If you're willing to work and subject yourself to the scrutiny of others [creating a board] is the best investment you'll ever make in your life."

This full-day program is designed for business owners, CEOs, or presidents of privately held companies who want to learn what it takes to effectively create and use an outside board to help drive company growth and change.

The program will focus on several key areas, including:

Outside board myths: There are several reasons why business owners shy away from boards. The course will describe the common arguments about outside boards and dispel these arguments as myths, not facts.

The various types of advisors and boards: Several different types of advisors can be valuable to an organization, but a board of advisors and board of directors are the only types of advisors that directly influence the success or failure of a business. The course will describe the characteristics and involvement of each type.

The value of outside boards: There are many benefits to using an outside board. The course will explore how boards can help achieve a company's direction, mission, and goals; focus on vision and strategy; help the business stay on track; add skills, insights, and new ideas; and step up in a time of crisis.

How to recruit, evaluate, and start a board: The individuals on a board can determine its (and an organization's) success or failure. The course will explain the best way to find the right people and set up a board that is customized to suit your needs and those of your organization.

Responsibilities of the board and the CEO and the working relationship between the two: With too many cooks in the kitchen, responsibilities can get muddled. The course will define the roles of the organization's leaders, including the CEO, so that the role of the board is clear. It will also offer best practices for management, executives, and board members to work together.

Differences between a board of advisors and a board of directors: The course will describe the similarities and differences between these boards, so you can decide which type of board is best for you and your company based on your current needs.

The session also includes a 90-minute panel discussion, where you will hear from current business owners who have an outside board. It also includes a 90-minute mock board exercise, which offers a glimpse into the inner workings of a board, so you'll know what to expect when working with a board in the real world. You'll also experience firsthand the value a board can offer to a business owner, regardless of industry, size, or state of business.

After the session, you will have the option of meeting with an Aileron business advisor to discuss your readiness for a board and your personal plan to move forward.

Please refer to the web site for upcoming dates.

Pricing: \$650 for the first person, \$150 each additional person (must be an owner, president or CEO)