



Performing effective Board Evaluations

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In this webinar we will talk about

- Why an effective Board is so important
- What a board evaluation is
- How data is collected
- What we need to achieve to lay the foundation for an effective board evaluation
- The 7-Hallmarks of effective boards
- Utilising the power of a digital platform for conducting an effective board evaluation
- Summary of what matters when you think about a board evaluation

It is tough being on a Board!
Just think of ...

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Geopolitical
risks

Digitisation

ESG Transformation Climate

Supply chain
challenges

Cyber
security

It is tough being on a Board!
Boards hear a lot of ...

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Should...

Must...

Have to...

Need to...

Boards only survive and thrive if they are

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Effective

What is a board evaluation?

Board Evaluation refers to measures that aid effectiveness, transparency and accountability of board members, especially in the aspect of board governance.

A great tool if
applied correctly

How is data collected for a board evaluation?



- Interviews with board members (and at times other stakeholders)
- Digital questionnaires
- Psychometric tests
- Observation of board meetings

**Let's stop
and pause...**



Let's step back for a moment and think...

How accomplished people react to this form of pressure



What does it do?

It ramps up the fear system



Drug

- Cortisol

Feelings

- Threatened
- Anxious & worried

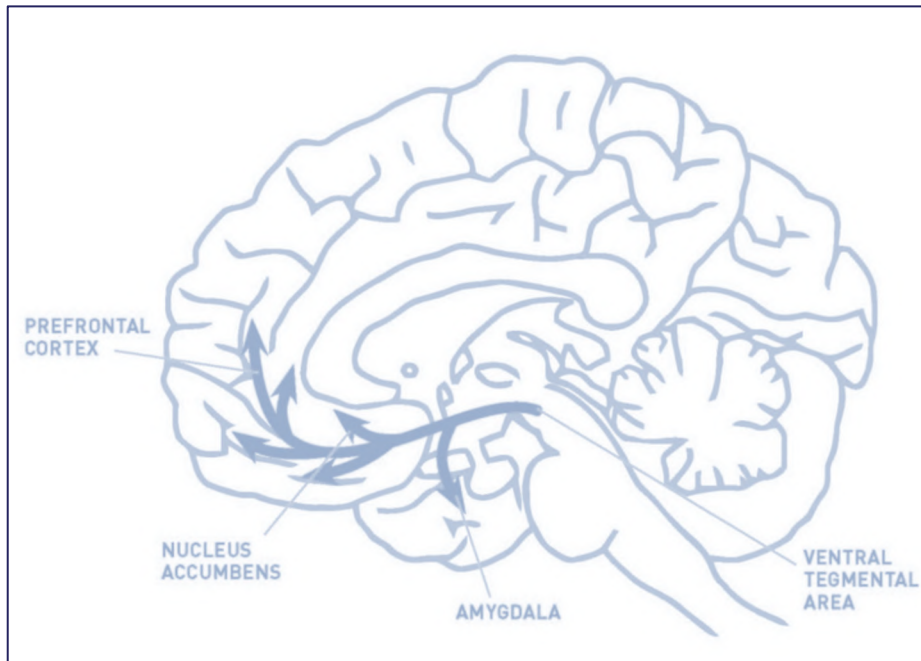
Action tendencies

- Narrows attention
- Shuts down positive emotions
- Stifles the drive to experiment and learn
- When threat comes within a group – submission & group think

What do we really want to achieve?

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The seeking system



Drug

- Dopamine

Feelings

- Curious
- Excited & enthusiastic

Action tendencies

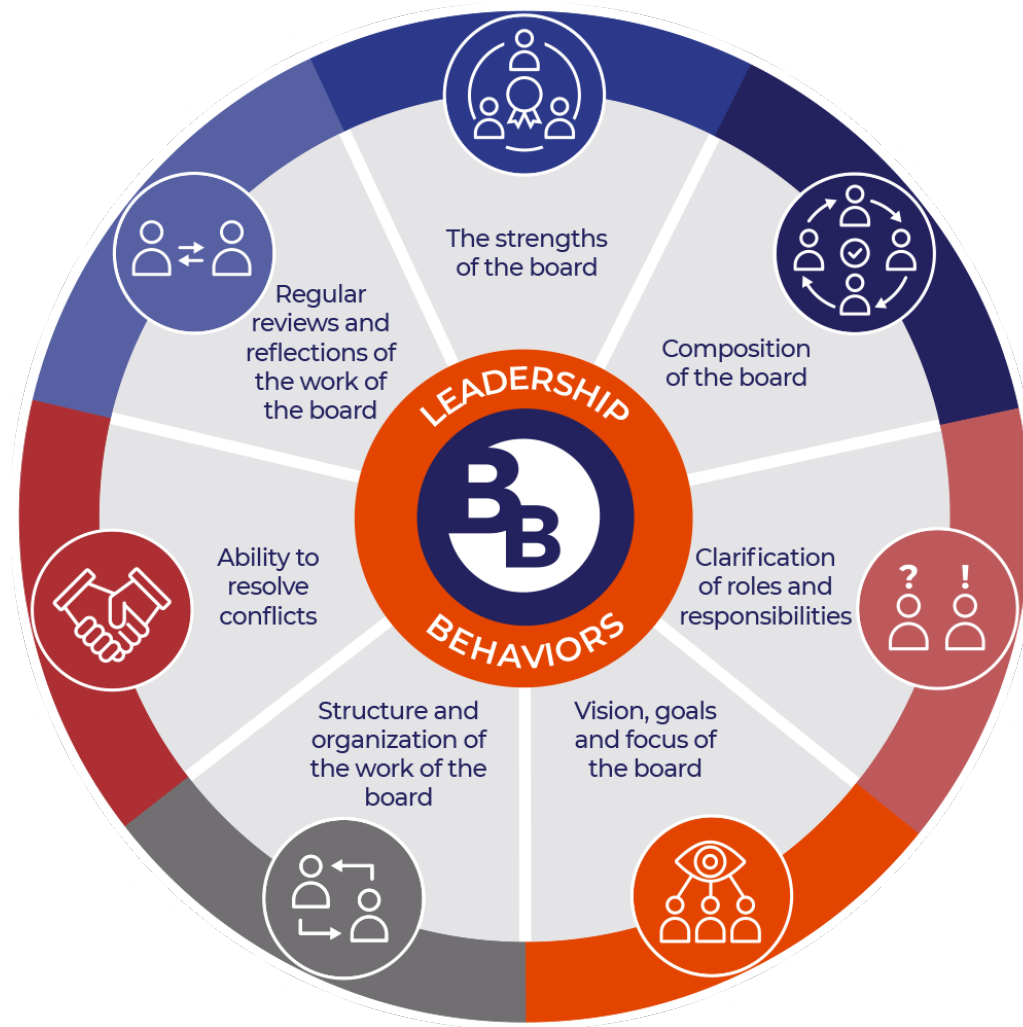
- Play
- Explore & experiment
- Learn from the environment

The Million-Dollar questions

How do we activate the seeking system in a board evaluation?

How do we ensure that boards engage with the process and the results?

Let me introduce you to **the 7-Hallmarks** of effective Boards



Utilise the power of a digital platform

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The screenshot displays the user interface of the Better Boards platform. On the left is a dark blue sidebar with a hamburger menu icon at the top. Below the menu is the 'better boards.' logo and a placeholder for a company logo, currently showing the NHS George Eliot Hospital logo. Below this is a 'Change Selected Company' button. The sidebar also contains navigation links for 'Home', 'Companies', and 'Board Members'. The main content area has a top navigation bar with a home icon, the text 'Home', a user profile for 'Hi Sabine', and icons for settings and sharing. Below the navigation is a section titled 'What do you want to do?' containing six white cards with icons and text, each with an orange arrow pointing right. The cards are: 'View Sample Questionnaire', 'View Sample Report', 'Start Questionnaire Wizard', 'Check Response Status', 'Analyse Responses', and 'Send Reports'. At the bottom left of the sidebar, there is a small disclaimer text.

better boards.

George Eliot Hospital
NHS Trust

Change Selected Company

Home

Companies

Board Members

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Home

Hi Sabine

What do you want to do?

- View Sample Questionnaire**
- View Sample Report**
- Start Questionnaire Wizard**
- Check Response Status**
- Analyse Responses**
- Send Reports**

Benefits of utilizing a digital platform

- Access to a research-based questionnaire
- Live updates on the completion status
- Automated analysis of quantitative data, comparisons to other boards and graph generation
- Easy analysis of qualitative data
- Time efficient creation of individualised reports
- Year-on-year comparisons

Key Take-aways

- It is a question of attitude towards Directors
- Make sure that you activate the seeking system to ensure engagement with the process and the results
- Utilize research – the 7-Hallmarks of effective Boards
- Use the power of a digital platform
- Establish longitudinal data to develop your Board systematically



Thank You

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