



Speaking Series

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International Speaking Tour: Building an Effective Board For Your Company

Learn the proven and effective steps to plan and build your high-performance Board of Directors, or Board of Advisors, within your company. Experience how these achievable and focused efforts will help your organization thrive and reach its full potential.

For public, private, nonprofit, & PE organizations

Objective

Most business leaders are capable of driving their organizations to a certain level, but have the opportunity to further elevate their institutions with the application of formal strategy principles, effective governance, and access to an experienced sounding board. *'Building an Effective Board For Your Company'* educates Boards and business leaders on the immense value of architecting an experienced and integrated *'go-to'* team. Attendees gain a newfound knowledge in the importance of creating or rebuilding a Board at any stage of growth and feel empowered by the step-by-step roadmap to successfully plan and implement change.

Session Agenda

- o Introduction & Review of Session Goals
- o Why Build or Rebuild Your Board?
- o When Is The Right Time To Start?
- o Aligning With Your Values, Vision, and Mission
- o The History & Importance of *'Strategy'*
- o The Background & Need for *'Governance'*
- o Creating Your Board's *'Sphere of Influence'*
- o *'Planes of Congruence'* in Your Board Design
- o *'Behavioral Predispositions'* of Your Board
- o *'Expertise & Experience Depth'* on Your Board
- o The Importance of Board Committees
- o Board Member Evaluation & Selection
- o Available Options to Staff Your Board
- o What Makes a Great Board?

Plus: ✓ The Role of Boards in Succession Planning, Leadership Transitions, & Exit Strategies
✓ Option for Breakout Session / Workshop on Board Building



Note: *'Building an Effective Board For Your Company'* sessions can be tailored to fit into a Keynote, 1-hour Lecture, or 3+ hour Lectures including breakout sessions and workshops. This makes *'Building an Effective Board For Your Company'* ideal for both shorter sessions such as Lunch & Learns and company meeting guest speaking, or longer sessions for in-depth training and hands-on involvement.

Ready to Book? Questions?

Our goal is to serve you and do our part in making your event a success. If you have any questions, would like additional information, have a unique situation, or require a custom approach, please contact Mark A. Pfister at **+1 (631) 644-1262** or **Mark@PfisterStrategy.com**

Thank you.



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Fee Schedule

Pricing Categories:

Keynote Speaker

Corporate Functions

Advisory Groups & Trade Shows

Nonprofits & Colleges

Every event has unique needs and goals. We strive to provide you with options for partnering together to help meet the objectives of your event and your audience.

Premium Plus Package

total investment

email for pricing by category

- ✓ Up to 3 Presentations within the same day
 - ✓ Interactive Content with Breakout Sessions
 - ✓ Meet & Greet after Presentation(s)
 - ✓ Up to 300 books for audience members (*Across the Board: The Modern Architecture Behind an Effective Board of Directors*) – an \$8,175 value
- Up to 2 hours total for each of the 3 sessions

Plus Package

total investment

email for pricing by category

- ✓ Up to 2 Presentations within the same day
 - ✓ Interactive Content with Breakout Sessions
 - ✓ Meet & Greet after Presentation(s)
 - ✓ Up to 200 books for audience members (*Across the Board: The Modern Architecture Behind an Effective Board of Directors*) – a \$5,450 value
- Up to 2 hours total for each of the 2 sessions

Basic Package

total investment

email for pricing by category

- ✓ 1 Presentation
 - ✓ Interactive Content with Breakout Session
 - ✓ Meet & Greet after Presentation
 - ✓ Up to 100 books for audience members (*Across the Board: The Modern Architecture Behind an Effective Board of Directors*) – a \$2,725 value
- Up to 3 hours total for the 1 session

Expenses:

- **Not Included Expenses:** All airfare and travel expense, hotel accommodations, car rental and/or mileage, taxi, and meals associated with speaking engagements (time at/during event & travel).
- **Travel Time:** 2 hours of travel door-to-door each way is included at no charge. Additional travel at US\$100 per hour.

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Mark A. Pfister Biography



With a strong focus in Strategy, Governance, and Technology / Cybersecurity, Mark A. Pfister is CEO & Chief Board Consultant of M. A. Pfister Strategy Group, an executive advisory firm that serves as a strategic advisory council for executives and Boards in the public, private, and nonprofit sectors. He is also Chairman & CEO of Integral Board Group, a specialized Board services and consulting company, as well as Founder & CEO of the *International Board Director Competency Designation* (IBDC.D) education and certification program, a Board Director certification course recognized globally. Mr. Pfister is a *'Board Macro-Influencer'* and his success has been repeated across a wide range of business situations and environments. He prides himself on being a coach and mentor to senior executives and directors. In Board Director circles, Mr. Pfister has earned the nickname *'The Board Architect.'*

The overarching theme throughout his career has been his aptitude in leadership positions, passionate focus on people, unique governance models, and ability to create value for shareholders and stakeholders through innovative business strategies and operational excellence. Michael Lorelli, Executive Chairman of Rita's Franchise Company, has said, *"Mark's unusual combination of excelling at a macro and micro grasp of business, genuine interest in Governance, and ability to coach and mentor a Management Team make him a terrific Independent Director."*

Mr. Pfister is a certified project management professional and frequently serves as an expert Project Executive, consulting on global programs/projects in their initiation and operational phases, as well as programs requiring remedial focus to bring them back on track. He has deep knowledge and experience in Board design & operations, strategic planning, business transformation, technology implementations, decisioning processes, certification & continuing education programs, executive coaching, and governance models.

Mr. Pfister was CEO of Pro4ia, Inc., an international consulting and professional services company specializing in a wide range of technology solutions utilizing formal Project Management as a proven and repeatable delivery method. With a Fortune 50 client list, Pro4ia was Citibank's Nominee for Crain's Magazine *'Entrepreneurship of the Year'* Award in 2005. He simultaneously served as CEO of Onit, Inc., a national sourcing company specializing in placements for all levels of technology skill sets. Mr. Pfister was also the National Program Office Leader for American Express leading some of the largest technology transformation initiatives in the company's history. He served as a Licensed Engineering Officer in the U.S. Merchant Marine, holds a B.S. from the State University of New York Maritime College in Facilities Engineering, and completed Harvard Business School's Executive Education Program for Board Directors.

Mr. Pfister is the creator of the 'Board as a Service' (BaaS) engagement model, an industry he is credited with inventing. He is a Master Speaker and conducts international speaking tours, lectures, and seminars focused on effective leadership, strategy, Board architecture, becoming an exceptional Board Director candidate, professional project/ program management, and entrepreneurship.

His popular book, *'Across The Board: The Modern Architecture Behind an Effective Board of Directors,'* an Amazon best-seller with circulation in over 70 countries, has influenced an entire new generation of Board Directors.

Mr. Pfister is a proficient Board Director and CEO with experience across multiple industry verticals. He is typically the Chair, or a member of the Strategic Planning Committee, Governance Committee, Technology & Cybersecurity Committee, and has deep Nominating Committee experience. Mr. Pfister's experience as an internationally renowned Board Consultant, having guided and coached hundreds of Boards, Board Committees, and Board Members across public, private, and nonprofit verticals, additionally offers up unique and informed viewpoints to the companies he serves.

He holds an *International Board Director Competency Designation* (IBDC.D) through M. A. Pfister Strategy Group, is a certified *Project Management Professional* (PMP) through the Project Management Institute, earned a *Global ESG Board Certification* (GCB.D) through Competent Boards, holds a *Certified Cyber Intelligence Professional Board Certification* (CCIP) through the McAfee Institute, and previously held an *Executive Masters Professional Board Certification* through the American College of Corporate Directors (ACCD).

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