



Speaking Series

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National 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.

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



For Private, Public, and Nonprofit Organizations
Performing over 80+ Speaking Engagements Yearly



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 (917) 710-0803** or **Mark@PfisterStrategy.com**
Thank you.



M. A. Pfister
Strategy Group

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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 actual attendees (*Across the Board: The Modern Architecture Behind an Effective Board of Directors*) – up to an \$8,175 value
 - ✓ Inclusive Expenses *
- Up to 2.5 hours each

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 actual attendees (*Across the Board: The Modern Architecture Behind an Effective Board of Directors*) – up to a \$5,450 value
 - ✓ Inclusive Expenses *
- Up to 3 hours each

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 actual attendees (*Across the Board: The Modern Architecture Behind an Effective Board of Directors*) – up to a \$2,725 value
 - ✓ Inclusive Expenses *
- Up to 3.5 hours total

* Expenses:

- **Included Expenses:** Includes driving within 30 miles of New York City, hotel accommodations for one night, car rental or mileage for one day and meals for one day. Any additional days or items must be negotiated in advance.
- **Not Included Expenses:** Airfare or travel outside of 30 miles of New York City. ALL hotel accommodations, car rental or mileage and meals associated with multi-day speaking engagements OR outside of 60 miles of New York City.

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Mark A. Pfister Biography



Mark A. Pfister is CEO of M. A. Pfister Strategy Group, an executive management firm that serves as a strategic advisory council for executives and Boards in the private, public, and nonprofit sectors. He is also CEO of Integral Board Group and the Chairman of the Board. He is a *'Board Macro-Influencer'* and his success has been repeated across a wide range of business situations and environments. Mr. Pfister prides himself on being a coach and mentor to senior executives and is sought by teammates for his unique skillsets. In Board Director circles, Mr. Pfister has earned the nickname *'The Board Architect.'*

The overarching theme throughout Mr. Pfister's career has been his aptitude in leadership positions, passionate focus on people, unique governance models, and also his ability to create value for shareholders and stakeholders through innovative business strategies and operational excellence. Michael Lorelli, the 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 Expert Project Manager and frequently consults on global projects in their initiation phases, as well as programs that require remedial focus to bring them back on track. He has deep knowledge and experience in entrepreneurship, turnaround management, succession planning, data analytics, and consults companies of all sizes in business strategy, structure, development, operations, and raising capital.

Prior to forming M. A. Pfister Strategy Group and joining Integral Board Group, Mr. Pfister was CEO of Pro4ia, Inc., a national consulting and professional services company specializing in a wide range of technology solutions utilizing formal Project Management as a proven and repeatable delivery method. 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 with innovative compensation models, specializing in placements for all levels of technology skillsets within support environments.

Previously, Mr. Pfister was the National Program Office leader for American Express driving strategic projects within their technology group. Mr. Pfister 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, and frequently lectures on this topic. He is a master speaker and conducts national speaking engagements, lectures, courses, and seminars focused on effective leadership, strategy, Board architecture, professional project/program management, and entrepreneurship. His popular book, *'Across The Board: The Modern Architecture Behind an Effective Board of Directors,'* has influenced a whole new generation of Board Directors.

Mr. Pfister is an exceptional CEO and Board of Directors candidate for public and private companies. He is typically the Chair, or a member of the Strategic Planning Committee, Technology & Cybersecurity Committee, Compensation Committee, and Governance Committee. To name a few, he currently is the CEO and serves on the Board as Chairman of Integral Board Group, CEO of M. A. Pfister Strategy Group, served on the Board and was Chairman of LIFARS, was a Board Advisor to Platinum Properties, was a Board Advisor to Platinum Management, was a Board Member of Lincoln Hall Boys' Haven, and was a Board Member of the L.H. Foundation. Mr. Pfister also consults as a Board Advisor to multiple public company Committee Chairs and Board Members.

He is a *Masters Certified Board Director* through the American College of Corporate Directors (ACCD), a member of the National Association of Corporate Directors (NACD), a certified *Project Management Professional* (PMP) through the Project Management Institute (PMI), and holds a *Certified Cyber Intelligence Professional* (CCIP) Board Certification through the McAfee Institute.