

## The Role of the Director

### A Board Aware programme for High Potential Executives

#### Quotes from participants (FTSE100):

*"The whole day worked really well, and provided new and genuine insight.  
The presence of 'real experts' was just fantastic"*

*"What a great formula – listen, discuss, review  
against what happened"*

*"First class course; huge difference having  
practitioners rather than lecturers / theorists"*

*"Great experience. Everyone at senior level needs  
to do this to understand how one's Board works.  
Thanks"*

*"The design, the pace, the quality of the content,  
the presenters, the case studies, the debate...  
were perfectly pitched"*

## Developing High Potential Executives

All executive development programmes focus on how to be a better executive...

....very few introduce High Potential executives to the challenges faced by directors and the dynamics of the boardroom.

### Introduction

- ❖ At Bird & Co Board & Executive Mentoring we believe it is never too early to learn how boards operate and the qualities needed to succeed.
- ❖ Our workshop has been designed to fit within a corporate development programme.
- ❖ Straight from the 'horse's mouth' – the presenter / facilitator is a contemporary FTSE board member, and a former executive plc director.
- ❖ It will include open and frank discussion, based on real situations.
- ❖ It is ideal for 10-15 participants.
- ❖ It is designed as a one day workshop.
- ❖ We are happy to co-create the design to fit your purpose.

### Workshop outcomes

- ❖ Shows a cohort of high potential executives how to work together to solve problems.
- ❖ It emphasises good judgement and clarity of thinking above technical expertise.
- ❖ It outlines what qualities are necessary in the boardroom, who succeeds and why.

### Structure and content

- ❖ The workshop is structured as a combination of presentation and case study workgroups, and is highly interactive.
- ❖ The content is designed around three core sessions:
  - The Corporate Theatre
  - The Balance of Power
  - Corporate Governance and Managing Risk