

# **BUSINESS DEVELOPMENT AS A PARTNERSHIP BETWEEN THE BOARD AND MANAGEMENT**

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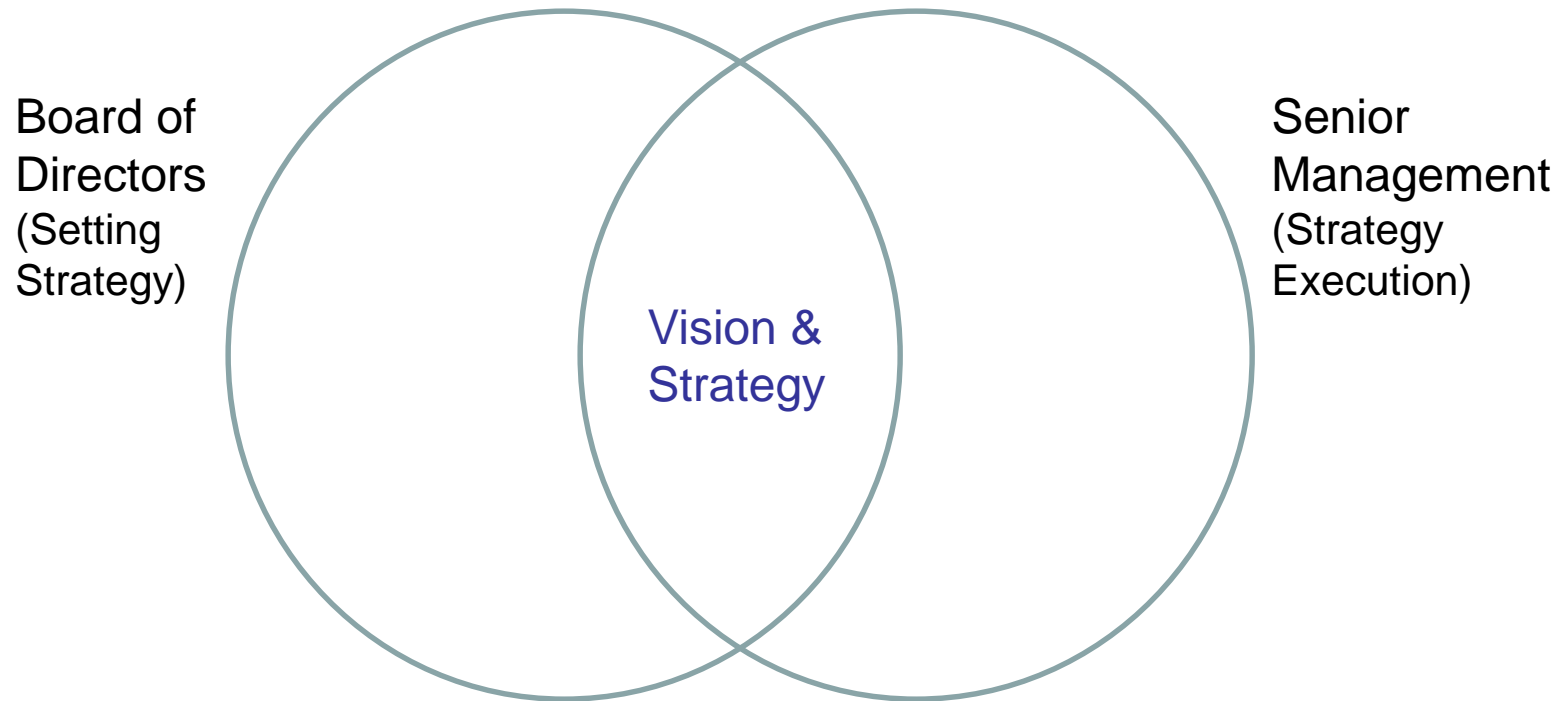
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Topic

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- 1 NEXUS BETWEEN BOARD & MANAGEMENT
- 2 ROLE OF THE BOARD & MANAGEMENT
- 3 BOARD OF DIRECTORS INPUT
- 4 WHAT PREPARATION MUST MANAGEMENT DO?
- 5 CONCLUSION



To achieve the vision and strategy of the company, synergy must be realized between the board of directors and management.

## 2 KEY QUESTION

*How can Management and Board leverage on each other in seeking new opportunities for growth (Business Development)?*



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## Board of Directors

Group of elected or appointed members who exercise control and management over an organization and represent interests of the owners (shareholders).

## Major Roles

- 1 Visioning the Future for the Business
- 2 Setting the Strategy of the Business and allocating Resources Accordingly
- 3 Good Governance - Promoting for harmonious relationship Between management, board and key stakeholders
- 4 Growth for the Business



Board of Directors

### Roles of the Board (con`t)

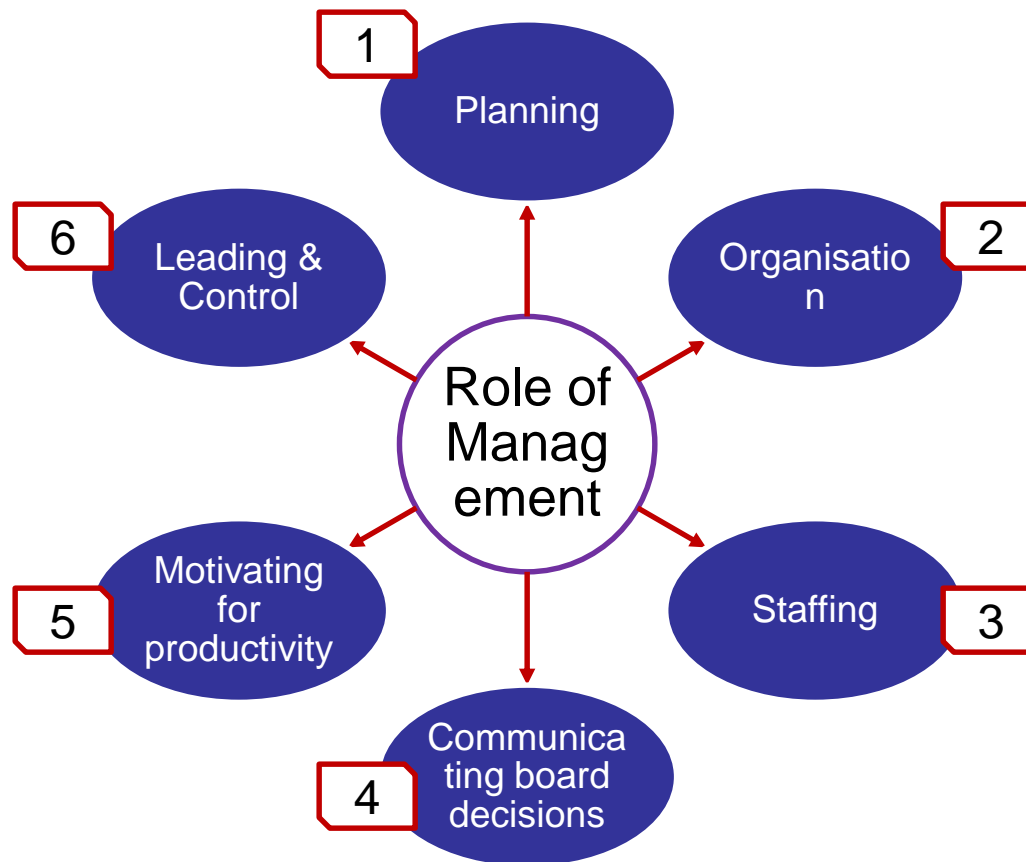
- 5 Develop organisation structure and fill the top-level positions with the most suitable and qualified staff
- 6 Ensure legal/Regulatory compliance
- 7 Promoting effective communication
- 8 Establish Board policies

Board of Directors



## Management

The highest ranking executives responsible for executing the Strategy formulated by the Board of Directors.

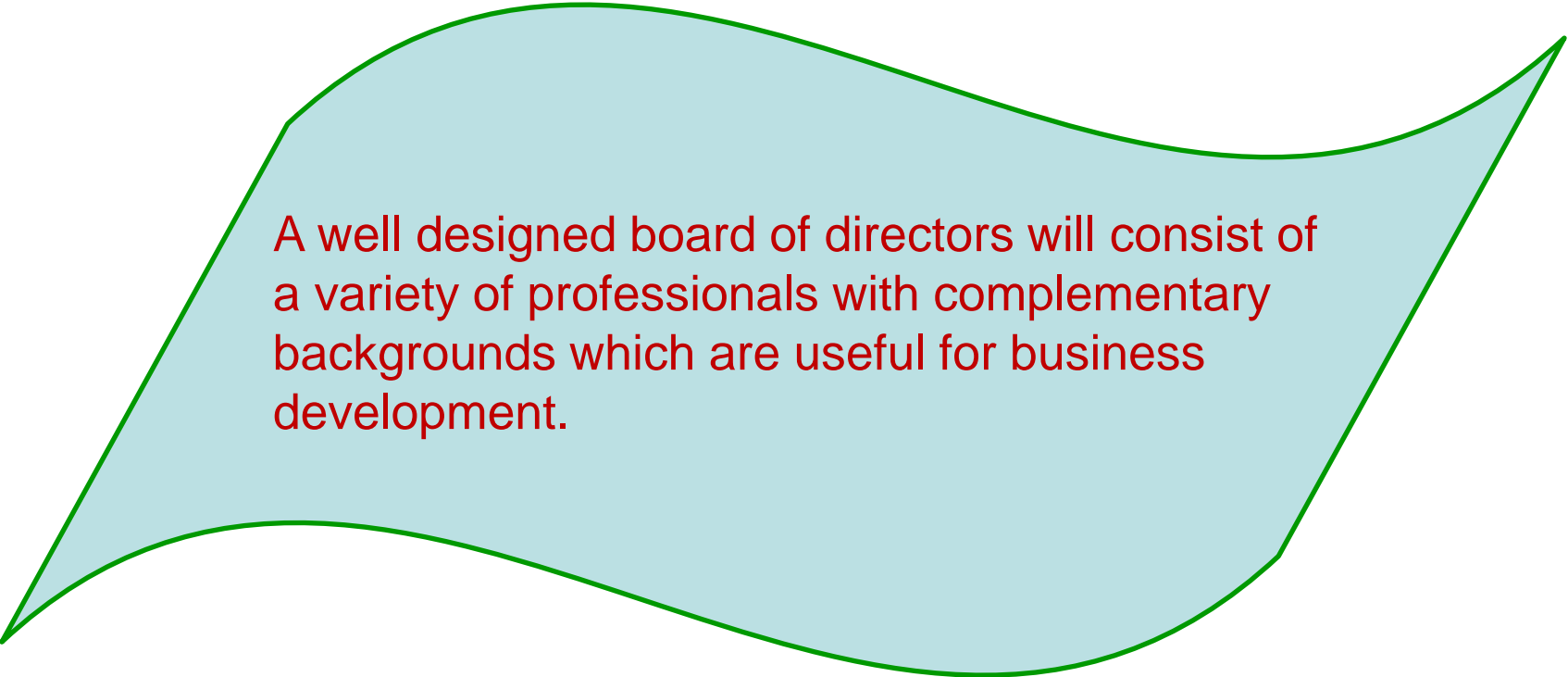




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A well designed board of directors will consist of a variety of professionals with complementary backgrounds which are useful for business development.



Directors can provide an “in” with potential partners



Provide validation of the need for the discussion and sometimes catalyzes quick action



Provide guidance and advice on the best business growth to pursue



Risk analysis to ensure only calculated and acceptable risks are undertaken

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What preparation should management do in advance?



- ✓ A precise understanding of why board involvement is the optimal approach.
- ✓ A clear sense of the desired result to ensure the directors are fully briefed.
- ✓ Have completed thorough diligence and opportunity assessment
- ✓ Have a clear roadmap for desired next steps as a measure of the amount required of directors

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The success of Business Development undertakings hinges on effective partnership of the board and management working together to achieve the vision and strategy of the business.



**THANK YOU**