

FINANCIAL POISE WEBINAR ONE SHEET BOARD OF DIRECTORS BOOT CAMP 2022 ALL TIMES ARE 1:00 pm CST

ABOUT THIS SERIES

More and more privately-held companies are recognizing the benefits of effective corporate governance and are working towards establishing more formalized and independent board processes. Multiple factors influence this evolution at private companies and its continued acceleration:

- Managing increasing complexity companies face in today's operating environment and the associated requirement to have additional and new expertise to help navigate
- Shoring up risk management practices to manage an expanded and ever-changing risk profile
- Dealing with leadership transitions and succession planning resulting from the demographic wave associated with leadership retirements and generational ownership transfers
- Responding to the ever-increasing pressure that companies face from foreign competitors
- Managing growing stakeholder expectations – customers, employees, community - as well as government regulation

The myriad of complex issues in running a business ranging from supply chain management to digitization/technology to reputation management point to the need for enhanced governance.

Establishing, maintaining, and evolving a more structured and formalized approach to governance can feel daunting. This webinar series discusses various aspects of good governance in private companies including best practices and common pitfalls. Applicable to owners, executives, directors and their respective trusted advisors, this webinar series brings a variety of experiences and perspectives on the most common questions around private company governance.

As with every Financial Poise Webinar, each episode is delivered in Plain English understandable to investors, business owners, and executives without much background in these areas, yet is also valuable to attorneys, accountants, and other seasoned professionals. And, as with every Financial Poise Webinar, each episode brings you into engaging, sometimes humorous, conversations designed to entertain as it teaches. Each episode in the series is designed to be viewed independently of the

other episodes, so that participants will enhance their knowledge of this area whether they attend one, some, or all episodes.

About Episode #1

Roles & Responsibilities: a Primer

March 24, 2022 at 1:00 PM CST

Whether you are considering forming a board or want to enhance existing governance practices, understanding the role of the board and expectations of directors is an essential ingredient to successful, value-added governance in private companies. Company leaders and board directors often struggle to determine the role of the board and how to separate board responsibilities from those of ownership and management. In this webinar, the audience will learn what companies are really looking for (or should be) from their boards, and the many ways that boards contribute to private company success. We will cover the definition of a board, typical expectations of a director, board oversight vs. management responsibilities, and many other basics of board formation and operation.

This webinar is delivered in Plain English, understandable to you even if you are not a specialist. It brings you into an engaging, even sometimes humorous, conversation designed to entertain as it teaches. And, it is specifically designed to be viewed as a stand-alone webinar, meaning that you do not have to view the other webinars in the series to get a lot out of it.

About Episode #2

The Effective Director

April 21, 2022 at 1:00 PM CST

The success of the board relies on the individual contribution, expertise, and behavior of its directors. During this program, we talk about the role of the director, the critical attributes of a strong director, the role of the Board and Committee chairs, and common opportunities and challenges for boards and board members. Through sharing examples from our expert group of panelists, we look at what is expected of directors from ownership and management to help highly effective directors meet or exceed those expectations and make a meaningful contribution to the company's success.

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About Episode #3**The Effective Board**

May 12, 2022 at 1:00 PM CST

Running a productive and energized board meeting takes time and effort. Harnessing the expertise of board members while meeting the needs of the company is a balance that must be continually recalibrated by the board and company leadership. In this session, we will cover the process to achieve effective board practices ranging from board meeting formulation and preparation, board meeting execution and facilitation, and post-board meeting follow-up. The social aspects of a board will also be discussed – how to create engagement, teamwork, and camaraderie among board members to maximize their contribution. With boards charged with a company's most important strategic matters, no company can afford to waste valuable meeting time.

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