Why? Purpose examples

Everyone should easily be able to understand why an advisory board exists. Here are some examples of advisory board purposes.

"How can the business strengthen long term resilience and succession readiness while navigating environmental, regulatory, and supply chain uncertainty?"

The purpose of the Southern Tide Advisory Board is to support the owners as they prepare the business for its next phase of development and for a future transition in leadership and ownership.

The advisory board will provide independent perspectives, constructive challenge, and experienced advice to help Stevie and Taylor step back from day-to-day operational pressures and focus on longer-term priorities.

Areas of focus may include strengthening strategic planning, preparing the business for leadership succession, responding to increasing environmental and regulatory expectations, and exploring opportunities for growth and partnerships within the seafood value chain.

"How can the owners transition from day to day firefighting to sustainable growth without burning out or losing control?"

The purpose of the Drapeworks Advisory Board is to provide the owners with a range of perspectives as they prepare the business for its next phase of growth.

The advisory board will assist the owners to step back from day-to-day operational pressures and focus on strategic priorities such as improving systems and productivity, developing leadership capability within the business, and evaluating investment and market opportunities.

"How can the business enable next-generation leadership while preserving the founder's strengths and legacy?"

The purpose of the Apex Precision Systems Advisory Board is to support the founder and family as they prepare the business for a gradual transition of leadership to the next generation.

The advisory board will provide independent perspectives, constructive challenge, and experienced advice to help the family step back from day-to-day operational pressures and focus on longer-term priorities.

Areas of focus may include preparing the business for leadership succession, strengthening governance capability, developing leadership across the next generation and senior team, and supporting strategic decisions about technology investment and innovation.

"How can WellCare improve decision quality and momentum during transformation while remaining aligned to values and equity commitments?"

The purpose of the WellCare Advisory Board is to support the organisation as it undertakes the next phase of its digital transformation and develops a clear roadmap for becoming a more digitally enabled primary healthcare provider.

The advisory board will provide independent perspectives, constructive challenge, and experienced advice to help WellCare's leadership step back from day-to-day operational pressures and make well-informed decisions about technology investment and organisational change.

Areas of focus may include the development of a digital roadmap, alignment of technology with the organisation's future model of care, management of risks associated with digital transformation, and supporting effective prioritisation and sequencing of change.

The advisory board provides advice and perspective only. Responsibility for governance and operational decisions remains with the organisation's owners and leadership.