

# product overview

## board effectiveness survey

### About Board Benchmarking

Board Benchmarking measures and benchmarks the effectiveness of boards in the public, private, government, and not-for-profit sectors: large and small. Our surveys are only available through our distribution partners: KPMG, Insync Surveys, OPPEUS, Gerard Daniels and Westlake Consulting.

Board Benchmarking has carried out over 100 board and audit committee surveys.

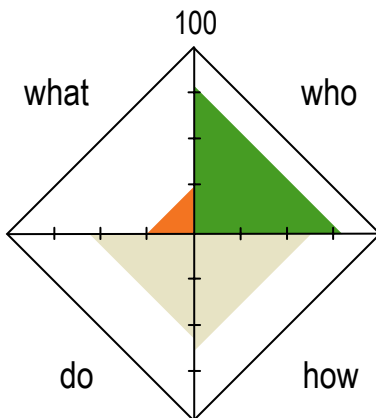
### Board Effectiveness Survey

The Board Effectiveness Survey benchmarks board performance, highlighting areas of strength and areas where improvement is possible. It also acts as a yardstick against which to measure the outcome of improvement initiatives. Directors respond to 120 hard-hitting, best practice survey statements after receiving an online link to their survey.

### Methodology

The Board Effectiveness Survey is derived from our WhatWhoHowDo™ Framework. It is a result of a groundbreaking study into the inner workings of boards and what constitutes an effective governing body.

The WhatWhoHowDo framework can be shown diagrammatically as follows and is explained in detail on the website: [www.boardbenchmarking.com](http://www.boardbenchmarking.com)



“**What**” describes “what” the scope is of the board’s responsibilities

“**Who**” describes “who” is on the board, their competencies and skills

“**How**” describes “how” the board carries out its main tasks

“**Do**” describes what the board “do” in terms of their main tasks

### Users of the Board Effectiveness Survey

Any organisation with a governing body can benefit from a Board Effectiveness Survey, regardless of their size, complexity or sector. The boards included in our benchmark database represent a cross section of organisations ranging from large listed organisations, to associations, not-for-profits and government entities.

Many organisations are subject to guidelines or regulations mandating an annual review and gain tremendous value from an objective, benchmarked approach so they can improve their performance and monitor progress over time. Not-for-profit organisations today rely more than ever before on their boards for wisdom and guidance in the face of increasing pressure from a range of stakeholders. Boards associated with public sector bodies carry high expectations of assessment and accountability and are in the spotlight more than ever in difficult economic climates.

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### Board Effectiveness Survey features

- ◆ The Board Effectiveness Survey provides the organisation with a unique summary of the board's effectiveness; compared to a benchmark database of past participants
- ◆ The survey is cost effective, unobtrusive and brief, yet provides a wealth of valuable knowledge
- ◆ The survey encourages candour by preserving the anonymity of participants by the aggregation of their responses
- ◆ Board Benchmarking uses distribution partners who are sector specific experts in their field

### Samples of statements from the Board Effectiveness Survey

- ◆ **Our CEO welcomes our Board's constructive input into our Organisation's strategy** (*i.e.*, by being sufficiently candid, open and responsive and encouraging the same from direct reports).
- ◆ **Bad news** (including warning signs) **is promptly communicated to the Board.**
- ◆ **Our Board understands the full implications** (including Management's reasons) **for the accounting decisions Management makes** (including accounting policies, valuations and estimates in relation to revenue recognition, provisions, accruals, intangible assets, *etc.*).
- ◆ **Boardroom discussions are constructive** (*i.e.*, Directors disagree without being disagreeable, assumptions are constructively challenged, views are skilfully explored, differences of opinion are appropriately acknowledged and resolved and consent is forged).

### Benefits

- ◆ Provides the board with a simple and unobtrusive process to deal with issues related to board effectiveness
- ◆ With the knowledge the survey provides, boards will be able to understand how their effectiveness compares to that of other organisation's boards
- ◆ Boards will be able to construct a roadmap for improving their effectiveness thus enhancing the performance of the organisation
- ◆ By carrying out a Board Effectiveness Review, boards demonstrate commitment to good governance and accountability to their stakeholders

### Distribution partners

The Board Effectiveness Survey is available from Board Benchmarking distribution partner organisations as shown on [www.boardbenchmarking.com](http://www.boardbenchmarking.com).

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