

RALPH WARD

... on the secrets of effective boards

Ralph Ward is an internationally-recognized speaker, writer, and advisor on the role of boards of directors, how “benchmark” boards excel, setting personal boardroom goals, and the future of governance worldwide.

Ward is publisher of the online newsletter **Boardroom INSIDER**, the worldwide source for practical, first-hand advice on better boards and directors (www.boardroominsider.com). He also edits **The Corporate Board** magazine (www.corporateboard.com) the nation's leading corporate governance journal. **All training and speaking programs below are now also offered as online webinars.**

He is author of six acclaimed books on board and governance for today's corporate boards, the challenges they face, and the answers they need to excel:

• **Board Seeker Guidebook** (2018) • **Boardroom Q&A** (2011) • **The New Boardroom Leaders** (2008) • **Saving the Corporate Board** (2003) • **Improving Corporate Boards** (2000) • **21st Century Corporate Board** (1997)

Ward's media appearances include TheStreet.com, CNNfn, C-SPAN, Voice of America, Bloomberg, National Public Radio, Marketplace and CNBC (United States and United Kingdom). He writes and comments on boardroom matters for publications, including The New York Times, The Wall Street Journal, USA Today, Across the Board, Crains, Vital Speeches, the Detroit Free Press, Barons' and INC.com. He serves on several advisory and non-profit boards, and is a CPD certified trainer.

THE BOARDROOM MASTERCLASS

Ward speaks extensively on boardroom issues in the United States and internationally. He teaches “**Boardroom Masterclass**” seminars on board and governance best practice, which have proven popular in venues around the world.

Featuring in-depth discussion on the development and role of boards, governance best practice, structuring effective boards, leadership, and handling “inside the boardroom” conflicts, the Masterclass seminar gives participants an intensive, “virtual boardroom” training experience.





The Boardroom Masterclass comes in multiple-day editions, and qualifies for CPD credit.

Recent destinations include the U.S., the Dubai, Kenya, India and South Africa, through major event producers including IIR/Informa, Marcus Evans, Campden Wealth, Economic Times, and Trueventus.

Ward also advises rising executives seeking to add a board seat to their resume. He teaches a highly successful “Board Wannabe” program for Gerson Lehrman Group (GLG) on board-targeting strategies (execs include such companies as Pfizer, Eli Lilly, and Astellas).

The **Boardroom Masterclass** includes:

The corporate board model - How, why and who.

- Why the corporate board is a relic (but why we still use it)
- Elements of the board role in governance
- Upgrades boards must make *now*

The structure and workings of an effective board.

- Agendas, calendars, minutes - fresh best practices
- Board meetings that work - worldwide ideas
- Board information flow - new tools for stemming the flood

The board's reporting relationships.

- What makes an effective board/chair/management relationship
- Relations between the board and CEO
- The board and legal counsel, auditors, chief financial officers

Boards - Special cases (and special problems).

- Boardroom issues of family companies, SOEs, joint ventures, etc.
- The top sources of boardroom conflict
- Flashpoints! Real quandaries and crises facing boards and directors



KEYNOTE TOPICS

Ralph Ward's most popular keynote speaking topics include:

THE BEST-PRACTICE BOARDROOM

Here are the best-practice tips (meetings, info, agendas, committees, structure, etc.) that boards around the world use to do a better job, in less time.

- Learn to cut waste time and effort in board meetings... leaving *more* time for high-value boardwork.
- The one thing that belongs in *every* board meeting package (*not* just the agenda).
- Online meetings and board portals can supercharge any board - *if* you follow these rules.

BUILDING THE NEW BOARD

Young companies gain a powerful head start on success by shaping a board of directors with best practice corporate governance in its DNA. Here's how to start right with smart structure, talent, meetings and information.

- Learn to shape board calendars and agendas that point you toward the future.
- How to reach outside your networks to recruit strong board talents.
- Board “formalities” that take little time, but deliver the most bang (while keeping you out of court).



DIVERSITY, INCLUSION AND THE BOARDROOM

The era of the "pale, stale, male" boardroom is slowly passing... but what must you do to seek, prepare, and assure inclusion for diverse new director candidates?

- Forces driving the new global boardroom diversity.
- How to shake up the board talent assessment and search process.
- Steps to assure "inclusion" is a part of your board's diverse makeup.

THE EFFECTIVE BOARD LEADER

The governance of any enterprise is only as good as its board of directors... and that board is only as effective as its chairman. Here are the secrets of the world's best board leaders.

- The corporate role with the *least* training, but the *most* impact - the board chair.
- Learn the "in the boardroom" leadership tricks of long-time board pros.
- Can you learn to become a good board leader? Yes - by following these steps.

FOR THE BOARD SEEKER...

Gaining that first seat on a board of directors is the ultimate career topper - but also a frustrating, confusing process. Make yourself more "boardable," learn how board searches really work, and shape your onboarding campaign.

- Why your current career resume is hobbling your board search.
- This terrific board opportunity is regularly contacting *you* - but you don't realize it.
- Think your vitae is weak on board experience? I'll show you what's hidden within.

WELCOME TO THE BOARDROOM!

You've been elected to a board or directors! Congratulations -- but now what? Before that first board meeting, here is a blueprint to help you learn what you must know before walking through the boardroom door.

- How to build a "facebook" on every member of the board (*and* how to use it).
- Here are 5 questions you *must* ask the board chair in advance.
- Don't just read that pre-meeting board pack! Study it for this key intelligence.

BOARD TECHNOLOGY OVERSIGHT

Overnight, boards have been forced to gain expertise on demands of technology. AI, cybersecurity, data, quantum computing... and the strategic, legal and regulatory consequences of governance failure. Here is a solid board plan for getting a handle on tech.

- Cyber, AI, hacking, big data... what are the top opportunities (and dangers)?
- Shaping board skills, structures, reporting and resources needed for an effective tech oversight system.
- Board decisionmaking for smart use of technology in investment, M&A, strategy and HR.

BOARD RISK OVERSIGHT TOOLS

Financial crises, corporate scandals, global pandemics, tough new regulations... the past decade has seen too many boards shocked by risks and change. How can your board build effective risk management oversight into its skills?

- Why boards still have incentives to ask easy questions on risk (and to accept easy, useless answers).
- Here's how to shape a board risk monitoring plan that works.
- The four risk areas that should be keeping directors awake at night.

THOSE BOARDROOM BATTLES

Competing boardroom blocs... family business disputes... the "know it all" director... founder squabbles. What are the biggest drivers of boardroom conflict -- and what tools and techniques work best to resolve them?

- Learn how to defuse boardroom tempers.
- What to do when your founder is the problem? Try these tips.
- This is how smart board leaders draw out opinions (*and* push back on boardroom bullies).

Ralph Ward's audiences and producers say...

- "Ward **engages his audience** well. Content was very useful"
- "Very informative and well delivered"
- "**Very good!** Hope I get a chance to come back"
- "No exaggeration when I say '**excellent!**'"
- "A very fruitful experience, the topics were very interesting."
- "**Great program**, very useful information and updates"
- "A good and well put together programme."
- "Very good materials -- **excellent for new directors.**"
- "**Open and refreshing** attitude to contribution by delegates."
- "Very interesting, successful masterclass."
- "Informative; **conducted very well.**"
- "Very helpful... keep this speaker on your list!"
- "Should be **introduced to all boards**... Excellent job!"
- "A good course... I will recommend it to our directors."
- "**I learned a lot!** Course leader took us through effectively."
- "Knows the subject well."
- "Covered a lot of important relevant information & knowledge"
- "**Your program was very well received indeed! Great evaluations!**"
Alysha Yew
Conference Producer, Marcus Evans Asia
- "Ralph has counseled a large number of clients at the SVP, EVP and president levels, and they've been uniformly pleased with the quality of advice and interaction Ralph has offered them."
Borjana Fermaud
GLG Institute Relationship Lead, U.S.



eSpeakers
bit.ly/2md8m7Z



Speakerhub
bit.ly/2jssYrm



LinkedIn
bit.ly/2j8Vb6B



For information on Ralph Ward's current schedule, rates and availability, see the [Boardroom Masterclass webpage](http://boardroominsider.com/masterclass/). (<http://boardroominsider.com/masterclass/>), or contact U.S. tel: 1+ 989-833-7615
<mailto:rward@boardroominsider.com>.

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