

# Empowered Engagement

Leading Best Practice  
for Advisory Boards

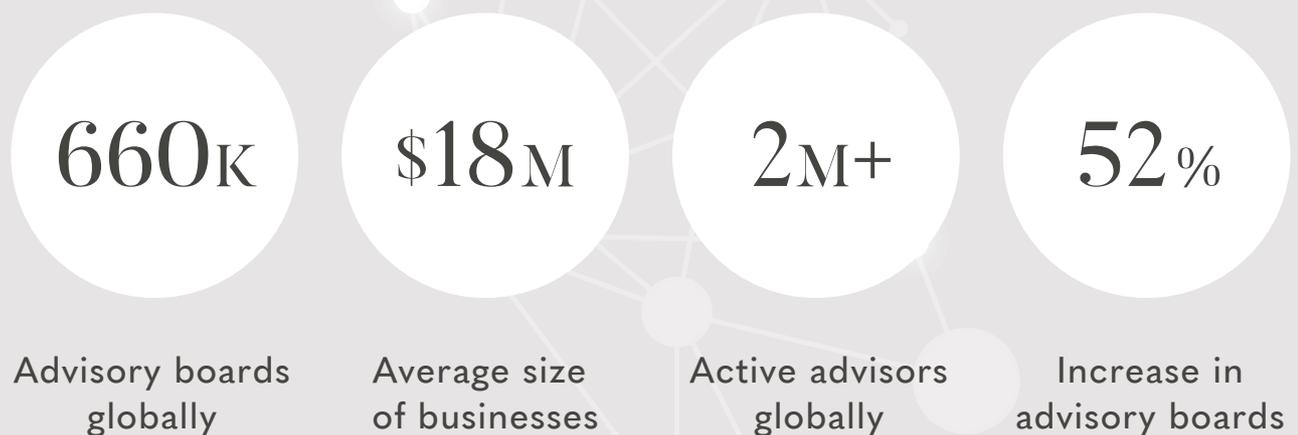


# At a glance

## ADVISORY BOARD CENTRE



## ADVISORY BOARDS WORLDWIDE



## State of the Market

While the global pandemic created shifts in advisory board engagement and organisational focus, the benefits of continuous research into the sector gives us a longer lens with which to view the data. Global uncertainty and volatility are contributing factors to both the rise of project advisory boards and the economic migration of expatriate professionals. Since 2019, there has been a 52% increase globally in organisations utilising advisory boards as part of their governance structure.

In 2021, more than 2 million professionals indicated they are currently engaged with advisory boards or promoted the role within their current job title on LinkedIn. In the majority of global jurisdictions, advisory boards are not regulated or legislated – creating a unique board-level ecosystem where participants may not be readily identified or promoted to the open market. In fact, this is often a challenge for many organisations as they express difficulty in identifying and connecting with qualified advisory professionals beyond their own direct networks.

Allowing for discrepancies in LinkedIn profiles to actual appointments and the most common structure of advisors, the global advisory board market is estimated to be over 660,000 active advisory boards. This analysis provides a snapshot of professional engagement across all sectors and organisation sizes - from the business sector through to corporatised advisory boards.

With the increased utilisation of advisory boards in a governance framework, boundaries are tested and a lack of good governance will be exposed. Adopting best practice will assist in providing transparency of purpose and role clarity internally and to the market for public organisations.



# 88%

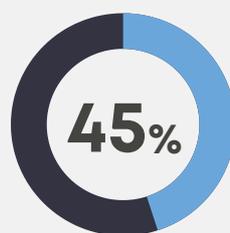
of business leaders seek independent advice on structure



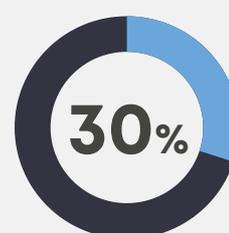
# 95%

businesses establishing an advisory structure are doing so for the first time

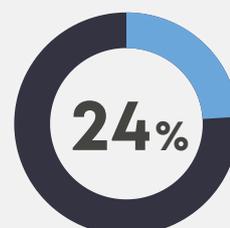
### WHAT'S DRIVING SECTOR DEMAND?



technical problem-solving



future intent to be in a specific market



market intelligence to explore new opportunities

### ADVISORY BOARD IMPACT

# +30%

business confidence

# +15%

financial results

# 95%

businesses overall reported a positive impact

# OUR PURPOSE

The Advisory Board Centre is the leading professional body for the advisory sector.

We work collectively with our stakeholders to raise the standards of the sector, driving value for professionals and the organisations they serve.

Authenticity is our anchor in the work we do. Empowering the global advisory sector with a principles-led best practice foundation, we unearth the power of diverse yet collective thinking and confident decision-making.



LONDON

SINGAPORE

BRISBANE





# Our Services

Whether you're looking to support the advisory profession, start or improve an advisory board, considering a seat on one, or work with advisory structures as part of your organisation's offering, you shouldn't settle for anything but the best. The best practice, the best structure, the best standards, and the best connections.

This is where the Advisory Board Centre excels. We are an independent, global professional body, specifically designed to provide a strong foundation, best-practice frameworks, and professional excellence to support the rapidly growing advisory sector.

We provide practical pathways and support to organisations, and the advisors that serve them, to provide a unique competitive advantage, foster innovation, and drive impact through effective engagement with advisors.

## OUR SERVICES INCLUDE



### Executive Education

Professional development for current and aspiring advisory professionals



### Global Community

Professional membership for advisory professionals



### Corporate Services

Expert support for organisations to foster best practice



### Thought Leadership

Leading research through the Global Research Council



# Executive Education

Members of an advisory board are chosen for their expertise. Their role is not to make decisions, but rather to provide their relevant knowledge, experience, critical thinking and analysis to help directors, business owners, stakeholders, and management teams make more informed decisions.

Providing advice to organisations is increasingly complex. Obligations and liability continues to evolve. The Advisory Board Centre has created market leading programs that prepare advisory professionals for this changing landscape.

We provide the world's first [executive education programs](#) and formal credentials developed specifically for the advisory sector, including:

- Certified Chair™ Executive Program
- Fellow Advisory Board Program (FABC)
- Accredited Board Recruiter
- Immersive Study Tour Learning Experiences
- ...and more!



Expert  
international  
faculty



In-person &  
virtual delivery



Support through  
every stage of the  
advisory journey



# Our Community

Providing advice can be a lonely vocation. The expectation to always have an answer or an opinion is both exhilarating and exhausting. How do we know the advice that we dispense is effective? Where do the advice-givers go to seek opinion? How do we continue to learn, remain current, and evolve our thinking to keep pace with a rapidly changing world?

The Advisory Board Centre has created a global community of market-leading and credentialed advisors. Members of the community can connect with other advisory professionals from around the globe and from any industry sector. They are challenged and engaged with researched-backed and high-quality content and events that are delivered both virtually and in person in our key hubs.

Members have exclusive access to proprietary research produced by the Global Research Council. With our members-only online portal, [Advisory Board World](#), members have access to tools, resources, advisory opportunities, events, and real-time connections with peers worldwide.

## ADVISOR CONCIERGE

Are you ready to change the game by setting up an advisory board for your organisation? Tap into our professional community, and stride ahead of the competition with our Advisor Concierge service. [CLICK HERE →](#)



# Corporate Division

Our corporate division works with organisations to support practical application and implementation of advisory board related services.

## BEST PRACTICE AUDIT

For those organisations that deliver advisory services, a quality audit is much more than an exercise in compliance, it provides assurance and confidence for practitioners, as well as business partners and clients.

The Advisory Board Centre works with market-leading organisations and professional service providers from a position of independent support. Our audit team evaluates and maps service providers' advisory board methodologies to the ABF101: [Advisory Board Best Practice Framework™](#), ensuring they are in line with best practice standards.

### CASE STUDY

#### BDO Australia

BDO sought to develop a consistent approach for their professionals to deliver advisory board services across the firm. Using a consultative process of audit, recommendations and continuous improvement, the Advisory Board Centre endorsed the BDO method as best practice.

## IN-HOUSE EXECUTIVE EDUCATION

The Advisory Board Centre works with organisations and talent teams to tailor in-house professional development programs to suit specific requests and needs. These bespoke programs are fitting for governance board directors, executive teams, professional service partners, and aspiring leaders. For more about our corporate training solutions, please reach out to [corporate@advisoryboardcentre.com](mailto:corporate@advisoryboardcentre.com).

## BEST PRACTICE COMMUNITY PARTNERSHIPS

We partner with business ecosystems including government agencies and departments, investor groups, accelerators, and business associations professional bodies to foster best practice and ethical engagement of external advisors.

### CASE STUDIES

#### University of Tasmania

Development of a best practice framework for the implementation of a global on-demand Advisor Panel.

#### Orion Startups Mexico

Executive Education Scholarship for the Accelerator Program Managers to implement ethics frameworks for the management of their advisor and mentor ecosystem.

#### Facilitation Skills Executive Education Program

For external mentors within the Mentoring for Growth Program.



# Global Research Council

**As a professional body, our responsibility in our research is to constantly challenge and validate value being derived from advisory models for the business sector, corporates, government agencies, and departments, not for profits and any other organisations that utilise advisory board structures.**

The role of the [Global Research Council](#) is to collect data, case studies, and research. We collaborate equally with advisory board professionals, organisations, and leading academics globally in the study of governance constraints, advisory boards effectiveness, adaptation of thinking systems, and understanding business growth. The objective is to address the friction between realising potential and good governance.

Our tools, resources, and executive education programs are underpinned by this research and to ensure currency, are continuously evolving.

The Global Research Council takes an unbiased validation approach to the study of the role of advisory boards and examines what works and what does not, to determine opportunities and limitations. Research findings are provided to the advisory community, government, industry groups and organisations.

Released every 2 years, the State of the Market Report is a cornerstone publication, providing updates on the changing advisory landscape.

The Centre has sponsored an independent Best Practice and Ethics Advisory Board that oversees the ongoing development of best practice for the sector.

## STATE OF THE MARKET



An evaluation of current practices, trends, and implications. This report delivers market insights that allow businesses, advisors, industry groups, government, and academics to retain currency in the market. [DOWNLOAD →](#)

## BEST PRACTICE FRAMEWORK



Building on over 15 years of research into business drivers of effective advisor engagement, the ABF101 Advisory Best Practice Framework™ provides a principles-led foundation to support the advisory community. [DOWNLOAD →](#)

# Connect With Us

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