

# Empowered Engagement

Leading Best Practice  
for Advisory Boards



# At a glance

## ADVISORY BOARD CENTRE

600+

Advisors

30

Countries

3

Business  
Hubs

1500+

Advisory Boards  
Formed



Accredited  
executive  
education  
programs



Expert talent  
team & faculty of  
advisory board  
practitioners



Advisor  
Concierge  
service for  
businesses



Global Research  
Council to  
explore & monitor  
best practice

## ADVISORY BOARDS WORLDWIDE

990K

Advisory boards  
globally

\$20M

Average size  
of businesses

2.6M+

Active advisors  
globally

52%

Increase in  
advisory boards

# 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 2.6 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 990,000 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%

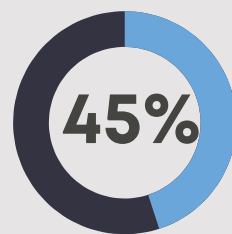
of business leaders seek independent advice on structure



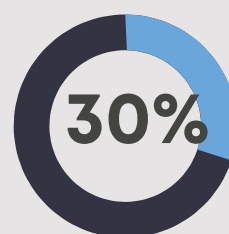
## 95%

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

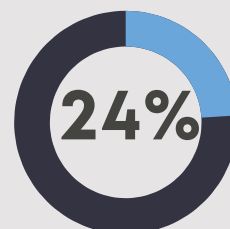
### WHAT'S DRIVING SECTOR DEMAND?



technical  
problem-solving



future intent to  
be in a specific  
market



market intelligence to  
explore new opportunities

### ADVISORY BOARD IMPACT

## +30% +15%

business  
confidence

financial  
results

## 95%

businesses overall reported  
a positive impact

# OUR PURPOSE

The Advisory Board Centre is the global 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

Ecosystem development for advisory professionals



### Corporate Services

Expert support for organisations to foster best practice



### Research & Advocacy

Global Research Council & Best Practice and Ethics Advisory Board



# Executive Education

Members of an advisory board are chosen for their experience and 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)
- Global Summits
- In-house Programs
- ...and more!



**Expert  
international  
faculty**



**In-person &  
virtual delivery**



**Support through  
every stage of the  
advisory journey**

**? LEARN MORE**



# Our Global Community

**Creating local connections and gaining in-market insights is equally important for individual advisors and the organisations they serve. By creating a collaborative global community committed to best practice and ethical engagement, the Advisory Board Centre empowers organisations to connect with the right expertise at the right time without the constraints of their existing networks or location.**

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.

## GET CONNECTED

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 Advisory+ service. **[CONNECT WITH US →](#)**



# Corporate Division

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

## BEST PRACTICE IMPLEMENTATION

As the global stewards of advisory board best practice and ethical engagement, we actively partner with organisations to enhance your advisory board activities.

Through our Advisory+ service, our experts work closely, and confidentially, with you to achieve high quality advice and impact from your advisory boards.

From government to academia, multi-national organisations and investment groups- the Advisory Board Centre is trusted for its independent and actionable guidance, ensuring organisations are equipped with the knowledge and networks needed to maximise their advisory boards.

Whether you're starting an advisory board for the first time or looking for independent guidance to enhance your governance systems, our Advisory+ global experts can help you to effectively engage with your stakeholders to explore your advisory and governance options.

The Advisory Board Centre also provides expert guidance regarding advisory board implementation in response to changing scenarios including enhancement of governance systems, implementation of regulatory requirements and effective stakeholder engagement.

[? LEARN MORE](#)

### 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.

### ADVISORY+

#### How can we help you?

- ✓ Setup or evaluate an advisory board or advisory structure.
- ✓ Professional development for advisory board members and internal stakeholders.
- ✓ Advertisement & shortlisting of advisory board members.
- ✓ Best practice review and impact measurement





# 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



The ABF101 Advisory Board Best Practice Framework™ is the world first principles led foundation to support organisations to implement and facilitate advisory structures. [\*\*DOWNLOAD →\*\*](#)

# Connect With Us

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