



# Enhance your Expertise

CERTIFIED CHAIR™  
EXECUTIVE PROGRAM

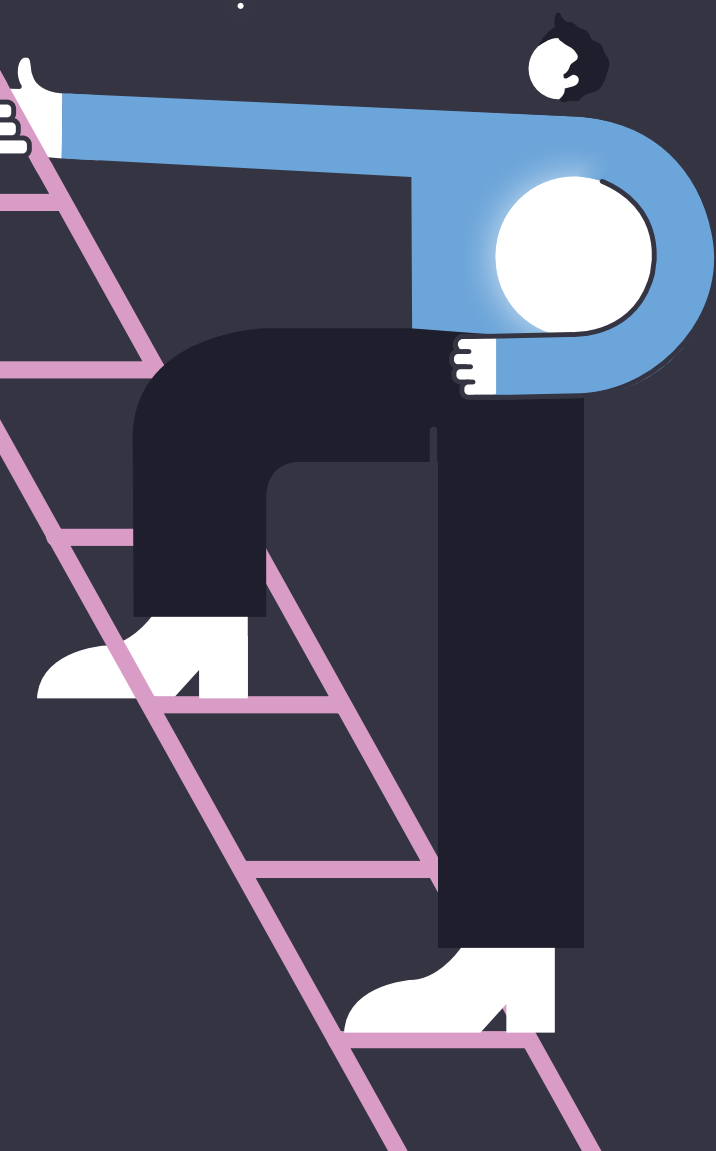
# Enhance your Expertise



**The Certified Chair™ Executive Program is essential professional development for senior executives, directors and professional services providers to master the world-class standard for best practice in advisory boards.**

The Certified Chair™ Executive Program is the only executive education globally developed specifically for the advisory sector. During the program, you will build on your current skills and knowledge to deliver new value in your portfolio to support the chairing of advisory boards, executive committees, councils or board level meetings.

You will explore validated research and case studies including business mapping models, assessments and advisory service delivery models. On successful completion you will gain recognition as a Certified Chair™.



**Our Certified Chair™ Executive Program is unlike any other professional development program. You won't be expected to "unlearn" what you already know. Instead, we challenge you to take everything you already know, and build on it.**

Learn how to leverage your wisdom and experience, combine this with a healthy dose of curiosity about the future, and deliver your value in an entirely new way.

The Certified Chair™ Executive Program equips you with the resources and methods to create maximum value in your engagements by enabling critical thinking, curiosity, robust discussion and practical analysis of strategic intent to support the "why" (or "why not?") for an organisation.

The program is suited for those who value currency of thinking, are active in their networks and are committed to making a personal impact.

#### **ABOUT US**

The Advisory Board Centre is the leading professional body for advisor engagement. Our key activities include research, advocacy, education and membership. Collectively, we raise the standard of the global advisory sector – driving value for professionals and the organisations they serve.



# OUR STORY

**In 2005, I established an advisory board to support the growth and international expansion of my own business. Following a successful exit, I wanted to share the positive impact of a well-run advisory board with other business owners.**

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I carefully researched best practice across the globe and was shocked to find there were no guidelines for a formal structure, no recognised framework, and no formal qualifications or body to champion the transformative power advisory boards can elicit.

This informal sector was highly fragmented, riddled with unethical behaviour and misaligned expectations. Many practitioners were making it up as they went. Organisations and quality advisory board members deserved better.

In 2017, the Advisory Board Centre was founded as an independent global professional body to provide a strong foundation, best practice frameworks and professional excellence to support the rapidly growing sector.

With a professional community spanning more than ten countries serving on hundreds of independent advisory boards, we are leading the cause to provide critical support and accreditation-based legitimacy to the advisory sector. Through our commitment to research-led and evidence-based outcomes, we've repeatedly proven and quantified the positive impact of advisory boards. They have an important complementary role to play, sitting alongside existing governance boards, non-executive directors, advisors, consultants, coaches, and mentors.

Consider joining this movement by becoming a Certified Chair™. In turn, you will provide strong leadership and positive impact with the utmost professional confidence for the organisations you serve.



**Louise Broekman**  
Founder



# Why should I become a Certified Chair™?

PROFESSIONAL PATHWAYS

"I wanted to transition from being a senior executive to more board roles – but I also wanted to be a better leader. I've gained a new network of colleagues and a pathway to my professional board career."

**Mark Veyret**  
Certified Chair™

EMPOWERED ENGAGEMENT

"Becoming a Certified Chair™ increases the value provided to my existing clients, expands my professional services offering to new markets and gives me the opportunity to build camaraderie with extraordinary people."

**Ken Goldberg**  
Certified Chair™

COMPETITIVE ADVANTAGE

"It is a unique qualification that provides me with a competitive advantage. In addition to the accreditation, I am confident that I have the necessary resources and support to perform this role to a very high standard."

**Joanne Thornton**  
Certified Chair™





# THE ADVISORY ADVANTAGE

**At least 2 million advisors are engaged worldwide with an estimated 660,000 advisory boards globally meeting the demands of emerging businesses, ambitious mid-market organisations, multinationals and corporations.**

Businesses are seeking new ways to access real-world, non-biased advice from professional peers. The socialisation of information sharing, experience and contacts is seen as a fast-tracked approach to new opportunities.

Advisory professionals are seeking better ways to add value through using their areas of specialisation, experience, and extensive networks.

As they look to maximise the impact from their expertise, they also search for opportunities to deliver value in a broader context.

A formalised advisory board is a powerful and effective management tool. Its inherent flexibility allows the board structure to shift to meet the needs of the business, making the model a compelling instrument for strategic thinking and independent evaluation.



Growth and change are top drivers for establishing advisory boards

59%

Advisory board engagements seeking new markets

67%

Chairs seek enhanced profiling and positioning of global credential



Investment in business advisory structure

5.5

Average number of board engagements in chair portfolio



Sector specific expertise and commercial acumen in demand



## Why should I learn with the Advisory Board Centre?



Research-backed and evidence-based content, resources and methodologies with practical application across your entire portfolio.



Only executive education program globally developed specifically for the advisory sector allowing you to obtain Certified Chair™ recognition.



Innovative and engaging learning that helps you immediately improve in current and future roles.



Quality investment in professional development that helps you leverage your skills and experience to build a value driven portfolio career.

## WHAT WE'LL COVER

### Module 01

#### **Advisory Boards and Committees**

Introduction to the ABF 101 Advisory Board Best Practice Framework™ and the technical parameters for advisory boards and committees. Explore best practice guides, scenario planning, and role clarity in practice.

### Module 02

#### **Advisory Boards for the Business Sector**

Proven method and diagnostics for evaluating organisational priorities and advisory structures. Deep dive into case studies including advisory board implementation and facilitation skills.

### Module 03

#### **Corporatised Advisory Boards**

Deepen your understanding of the role of the chair to support organisations at different cycles and growth pathways. Effective strategies for advisor scoping, selection, board engagement and ethics in practice.

### Module 04

#### **Market Profiling and Positioning**

Gain clarity on your personal positioning and individual portfolio development and management. Evaluate transition pathways to establish a sustainable portfolio of the work where you are truly impactful.



#### **Traditional Delivery | IN-PERSON**

Immersive program delivered over two business days in global locations. Includes full program materials and peer-based activities. Meet Certified Chairs™ in person and collaborate with peers in group activities, role plays and interactive discussion groups.



#### **Virtual Delivery | ONLINE**

Real-time, instructor led program delivered over four business days direct to you – wherever you are in the world. Includes live stream sessions, peer-based activities and full program materials. Limited intake to ensure highly personalised, supported learning and a fully interactive experience.



## HOW TO APPLY

1.

We encourage you to explore the advisory board sector and professional development options that support your ambitions. Look for clear indicators of quality, ethics and value of the program and peer network.

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2.

Complete the online discovery form on our website to share details of your experience, where you want to go in the future and what's important to you professionally.

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3.

You will participate in a 1:1 confidential discussion to review your background, experience and ambitions. We will take the time to answer any questions and discuss your options.

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4.

Upon successful completion of the application process, we will extend an invitation for enrolment in the Certified Chair™ Executive Program.



# A GLOBAL PEER NETWORK

Enhance your development and personal impact by joining a highly curated and carefully selected community of experienced executives, entrepreneurs and industry leaders with global experience and connections.

"It has enabled me to reflect on my own experience and structure an approach around that to provide structured advice and a framework for guided learning for my executives."

**Stuart Allinson** Certified Chair™  
AUSTRALIA

"I was most impressed with the quality of the materials, processes and structure to ensure that chairs are well resourced to set up advisory boards. I now have a lot of confidence to proceed with helping businesses through the advisory board mentoring process."

**Craig Aldous** Certified Chair™  
CHINA

"It is an honour and pleasure to be part of the Certified Chair™ community. It's a great programme, and to be surrounded by such wisdom with a great cohort of participants and excellent content."

**Michele Walls** Certified Chair™  
NEW ZEALAND

"The Certified Chair™ Executive Program exceeded my expectations on content and engagement. It's inspired a creativity of thinking and mindset change – all while being grounded in a practical structure that I can easily work with."

**Dale Cook** Certified Chair™  
SINGAPORE

# START YOUR JOURNEY



Your journey begins with the Certified Chair™ Executive Program – a fully instructor-led, peer learning experience available in a virtual or traditional classroom setting:

- Mastery of the ABF 101 Advisory Board Best Practice Framework – the world-class standard for best practice in advisory boards and committees.
- Deep dive into the practical applications of advisory structures including start-ups/scale-ups, project-based advisory boards and corporatised advisory boards.

#### Total program investment †

\$4,660 (USD) | \$7,140 (AUD)

This includes:

- Certified Chair™ Executive Program
- One-year annual membership
- 16-hours of instructor-led learning online or in person

Following the Certified Chair™ Executive Program, you will continue to be supported during your annual membership with:

- An active global network of highly curated peers who are deeply engaged and committed to the advancement and adoption of advisory boards.
- Ongoing professional development and portfolio building opportunities.

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It's one of the best investments that I have made in my development journey.

SANJAY VERMA Certified Chair™

† Travel, meals and accommodation are not included in the program price.

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I can confidently say this program stands out from the rest. It's a unique combination of art, science, best practice sharing and experience. I highly recommend it to anyone looking to embrace their leadership skills and broaden their knowledge.

DR. ALAA ELSHIMY Certified Chair™

**CONTACT**

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