



Speed Talk: Board of Advisers or Board of Directors


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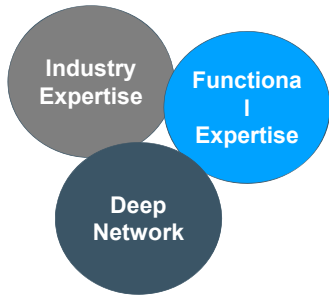


VISTRIA

BOARD OF DIRECTORS
AMY CHRISTENSEN



- The value of boards and how we build them
- How CEOs successfully collaborate with their boards
- Creating your own personal board of directors





- **“Been there, done that”**
- **Market-specific knowledge**
- **Industry know-how**
- **Strong understanding of the competitive landscape and nuances**



- “I’ve seen this movie before”**
- **Broad experience working with multiple companies**
 - **Diverse and/or analogous industry experience**
 - **Expertise in key competency (B2C marketing, data analytics, legal, M&A, etc.)**



“Hi, my name is...”

- People who enjoy networking
- People who are eager to use their network to help others
- People who help create brand recognition and awareness for your company

- Activate people to be part of your success
- Ask for help – it’s a sign of strength
- Build consensus early and often
- Be transparent – no surprises!

- Anyone can create a personal board of directors
- Find diverse perspectives
- Find people who know something you don’t
- Find people who have great networks
- Find people you respect