

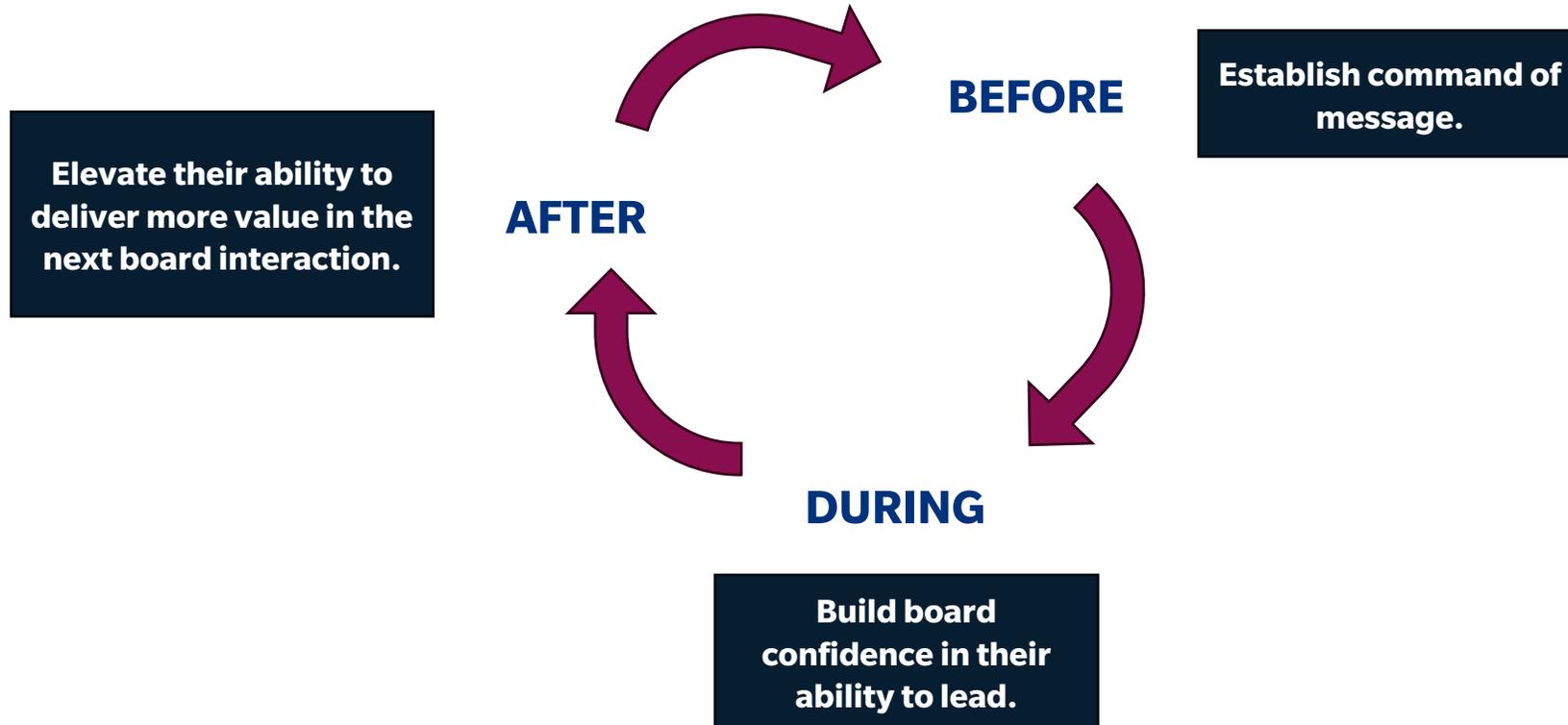


Driven by Insights
Delivered from Experience

Board Reporting Maturity Model

Definitions And Maturity Levels

How successful GTM leaders approach their board interactions



Before the board meeting



Before the board meeting

Board Q&A Prep

Definition

Being prepared for questions and discussion with the board

Level 1

Preparation for Q&A discussion happens as a function of thinking through what each slide is attempting to communicate.

Level 2

Level 3

Preparation is derived from the review of internal data, conversations with GTM leadership peers and CEO, and reflections from past board meeting. Leader is prepared to address near-term business and market trends impacting strategy and execution.

Level 4

Level 5

Preparation includes review of external market data and pre-meeting conversations with board members. Leader is prepared to address short- and long-term business and market trends impacting strategy and execution. They are also prepared to respond to topics indirectly related to the current meeting agenda. Role-plays are used to practice question responses.

Before the board meeting

During the board meeting

After the board meeting

During the board meeting



After the board meeting

