

## **Value Proposition: External Advisory Councils**

### **A Few Company benefits:**

- Objective and practical advice on enhancing a company's plans and practices
- Supplement in-house business experience, competencies
- External insight to develop strategic initiatives tied to improving the company's success
- Third party perspectives on benchmarking data
- Cultivate deeper external partnerships to support accountability on progress towards goals
- Client and marketing expertise to enhance connection with products and services
- Credible Ambassadors representing the company in the community
- A bench of external speakers specifically qualified and available for key events
- Valued counsel in external marketplace, industry and regional context
- Objective leaders that can bring the unfiltered voices of people who have the perspectives of clients, suppliers, legislators, etc
- Consult on best practices for community investment initiatives
- Quantify challenges as well as successes
- Accelerate change through recommendations on both rewards and consequences
- An open forum for communication between company's senior management and diverse representation of leaders from the community
- A vehicle to position the company for competitive advantage and create positive public relations

### **Included in the Offering:**

- Identify your needs and objectives
- Determine the specific experiences and competencies needed on your external Advisory Council
- Source and vet candidates, supporting you, as the Advisory Council Chair, through the final selection process
- Facilitate the introduction and rapid on-boarding of the external Advisory Council
- Assist Advisory Council Chair to support first year's meetings