



**CRITICALEYE**

The peer to peer Board Community

# Inspiring Leaders to Succeed

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**Criticaleye Membership**

# Welcome

*“At Criticaleye, we believe that great leadership leads to positive outcomes, enabling powerful legacies. Whatever the strategic direction of your business, an effective and cohesive leadership team where there is complete trust and alignment is essential.*

*We build frameworks that leverage the collective experience of our Community, providing challenge and critique to contend with the isolation that accompanies the most senior roles within an organisation.*

*Inspiring, innovative and completely bespoke, our approach empowers today's CEOs, leadership teams and senior executives to address leadership challenges, drive strategy and effectively manage stakeholders.”*

**Matthew Blagg**

CEO, Criticaleye





# Who are we?

We are the peer-to-peer Board Community with more than 20 years of experience in transforming executives and leadership teams globally.

At the heart of all our work is a deep understanding of our customer. We appreciate the realities of leading an organisation and provide the **leadership, strategy, and stakeholder** support needed to be successful.

Our work reinforces the difficult role of the CEO as a leader, the benefits of collaborative and cross-organisational leadership and the importance of trust and accountability within an executive team.

Although the needs of our individual Members and executive teams within these three key areas vary, our approach is consistent – to provide a personalised and highly bespoke development framework so leaders can transform themselves and their organisations.

We enable CEOs and their senior teams to execute a successful strategy, manage multiple stakeholders and address leadership challenges.



# What do we do?

We provide support in three key areas so executives and their teams can outperform.

Utilising the phenomenal expertise and experience within our Community, we help leaders answer fundamental questions about **leadership**, **stakeholders** and **strategy**.

Individual development utilises Board Mentors, Pop-up Boards, Peer-to-Peer Connections, Leadership Content and Events, held in both physical and virtual environments. We work with individuals as well as executive teams and groups of individuals within organisations.

Our team based solutions, including high-impact 24-hour Retreats, improve capabilities and support the executive team.

Criticaleye provides a leadership development framework that leverages the knowledge and expertise of our international leadership Community, providing crucial reference points and enhancing the potential of both individuals and teams.

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*“Leadership is all about getting a small number of big decisions right. But in order to do so you need a supportive framework. By knowing each and every one of my Members and their challenges, I can guide them through our Community, ensure they are making the right connections, getting the right information and, ultimately, making the right decisions.”*

Amy Francis  
Relationship Director, Criticaleye





# Membership Offerings

## Executive Membership

### Transforming global leaders

Are you fulfilling your potential? Here at Criticaleye, we believe leaders need to ask themselves a number of questions:

- Do I have the right support and development framework in place?
- How can I tap into the collective experience and expertise of other leaders?
- Is there someone I can turn to for inspiration and guidance, who understands the realities of leadership?
- How can I benchmark what great looks like in terms of leadership, strategy and stakeholders?
- If constructive challenge and debate are key to high-performing leaders and leadership teams, where does this challenge come from?

As a Criticaleye Executive Member, you will have access to a global pool of leadership and industry expertise.

We offer a broad range of opportunities to engage with leaders from outside your immediate organisation and industry.

Our Pop-up Boards and Board Mentors provide external sounding boards to stress test your ideas and strategies. Peer-to-Peer Connections, namely face to face meetings in person or over video call with other executives

in the Community with whom you can discuss and resolve strategic issues, are also an invaluable resource.

Our events are highly tailored to make sure you get the maximum output, whether you are attending an Executive Breakfast, a virtual Discussion Group or webinar, or one of our Retreats – every part of Criticaleye is highly bespoke and specific to you.



# Corporate Membership

## Strategic leadership development

Our Corporate Membership package offers organisations collective access to Criticaleye for five or more executives. By working with a number of executives across your business, we can identify and highlight areas of mutual

challenge and encourage greater collaboration. Focusing on a group of senior executives, rather than one in isolation, Criticaleye has a more significant impact on organisational and leadership performance.

### Benefits of Corporate Membership:

**A dedicated Relationship Manager and Account Director to drive engagement and help identify capability gaps**

**Exposure of team members to new ideas and peers from outside their immediate networks**

**A bespoke and highly managed two-year development plan for executives**

**The flexibility to swap executives in and out of Membership as required**

Our Corporate Membership package enables Criticaleye to feedback on the developmental needs of individual executives and strategic input required by the collective group.

## Executive Team Retreats

### Accelerating high-performance leadership

Criticaleye Team Retreats bring together senior leadership teams. These events are entirely focused on aligning the CEO and their executive team on leadership, strategy and stakeholder issues.

Every part of the Executive Team Retreat is tailored to the requirements of the leadership team involved. We invite other leaders, seasoned executives and non-executives and subject experts to provide case studies and advice so teams can understand what they want to achieve and how they are going to get there.

Participants come away from our Retreats inspired to go back into their businesses and make the changes needed to drive success. We know our Executive Team Retreats offer a transformational leadership development opportunity.



# Bespoke Support

## How do we do it?

We ensure our support is aligned to you and your organisation allowing you to address key questions around leadership, strategy and stakeholders.

### Board Mentor

We know leadership is isolating and it's particularly lonely at the top.

Having led organisations throughout their operational careers and now executing purely at Board level, our global group of Board Mentors are perfectly positioned to offer the credible challenge and hard-edged conversations you need to be a successful leader. As a trusted reference point and impartial sounding board, our Board Mentors will help you navigate the many challenges of leadership so you know what questions to ask.

• Collectively our Mentors have held more than 125 CEO roles and over 350 NED roles

• Global network of 60+ Board Mentors across all industries and geographies

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*“With disruption round every corner, leaders and senior teams must have the ability to flex and transform to avoid failure. Mentors offer an opportunity to confidentially discuss strategy and gain insight from someone who has been through similar experiences.”*

Mui Hoon Poh  
Independent Director, Singapore Pools  
& Board Mentor, Criticleye





## Relationship Manager

We know you don't have any time. Let us manage your Membership so you get maximum value.

Our Relationship Managers are dedicated and focused on getting to know you and your needs.

They, with the rest of the support team, will challenge you to be the best leader you can be and help you navigate the Community making valuable Peer-to-Peer Connections at every step.

## Account Director

So you want to create a world-class executive team, or transform the one you've got?

Organisations with Corporate Memberships or multiple individual Members across their divisions and geographies will have an experienced Account Director to oversee their Memberships and ensure objectives are met. Account Directors provide a single point of contact for Members, helping to build capabilities, trust and accountability across teams.

Criticleye plays a key role for businesses undergoing rapid growth or major organisational change

Our bespoke support enables CEOs and their executive teams to make the right decisions to boost performance

Criticleye has designed and implemented transformative leadership development for various organisations, ranging in size and within different sectors

We understand that trust, collaboration and credible challenge are central to creating world-class leadership teams

*“Working with our CEO, Chair, HRD and other board-level Members is very exciting and rewarding. I ensure they are taking advantage of everything the Criticleye Community has to offer globally, and each opportunity and introduction is highly valuable and relevant to their needs.”*

Wasil Haroon

Senior Relationship Manager, Criticleye





# Impact

Your ability to tackle business-critical questions around leadership, strategy and stakeholders is inherently linked to how skilfully you blend your individual and team development with the strategic direction of your organisation. Our mix of face-to-face and virtual **Pop-up Boards**, **Peer-to-Peer Connections** and **Criticaleye Retreats** are there to support you on that journey.

## Pop-up Boards

Better outcomes can be reached through better scrutiny. To succeed, sometimes you need an external sounding board and a safe space to stress-test your strategy.

Our extensive experience and reach allows us to bring together an experienced panel of trusted peers and experts who will impartially challenge, critique, support and validate your strategy, empowering you to make more informed decisions.



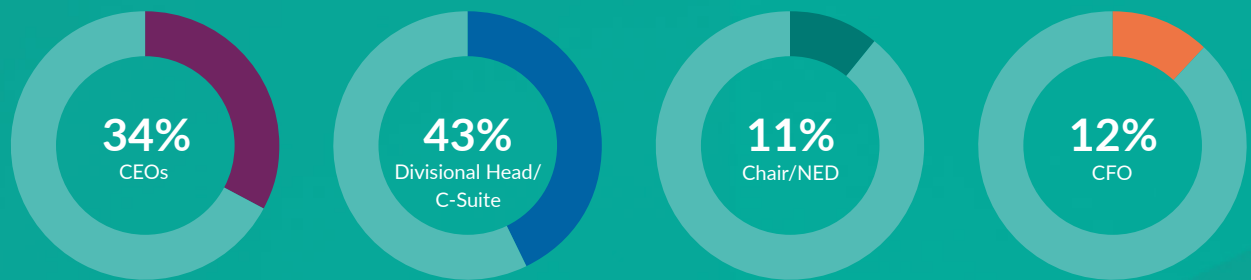


## Peer-to-Peer Connections

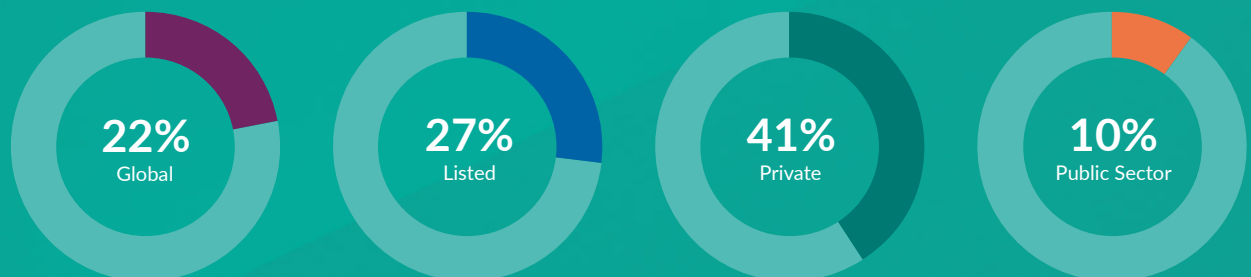
Right now, someone out there has the knowledge you need... We know them. They trust us.

We accelerate your impact and strategic alignment by connecting you with the right person at precisely the right time. You could rely on serendipity, but your Criticleye support team will do the job more quickly and reliably. We make a Peer-to-Peer Connection addressing specific challenges or questions from Members every day to inspire change.

### Members by Role (%)



### Members by Business Type (%)



*“Where else can you get access to so many different people and so many different experiences - because most issues someone else has tackled prior to us.”*

Romana Abdin  
CEO, Simplyhealth



# Knowledge

Being armed with the right information from the most trusted sources – your peers – is priceless. So whether you are learning from our rich editorial archives of leading insight, exploring a range of subjects in-person, or connecting with a leading expert, we have a learning platform focused around core areas of leadership, strategy and stakeholder management.

## Leadership Content

We know you don't have time for all of the information coming at you.

So we capture stories and experiences within articles, case studies, research, videos and podcasts from leaders like you. This enables us to share ideas, inspiration and practical advice to help improve your individual and organisational performance.



Check out our recent video, *Leadership Collaboration: Bringing The Outside In* and some of our other filmed content by visiting: [www.youtube.com/criticaleye](https://www.youtube.com/criticaleye)

***“Being an Advisory Member is a chance for us to support leaders on their AI and automation journeys...the Retreats are 500% better on engagement than generic conferences.”***

Mike Hobday  
CEO, AntWorks





## Our Advisory Members

### Filling the gap at the table

Criticleye partners with some of the world's leading consultancies, experts and professional services firms. Whether they work with us as Advisory Members throughout the year, or partner with us on our flagship Retreats, these organisations provide an invaluable source of expertise to our Community, complementing the experience of our CEO, senior executive and non-executive Members with deep seated technical knowledge and understanding of best practice.

Our dedicated Advisory Practice team plays a key role as intermediary between our Partners and the Community, ensuring they are contributing to the discussions and interactions that take place in a way that delivers most value to individual leaders and organisations.

We inspire leaders to succeed via a perfect balance of practitioner experience and technical knowledge.

A selection of Criticleye's Partners include:





# Criticaleye Events

## Inspiration and reflection

We understand our Members are very time poor, which is why we offer a range of different ways for senior executives to interact with Criticaleye. Whether face to face or delivered virtually, our **Executive Breakfasts**, **Discussion Groups** and **Conference Calls** offer busy leaders and executives the opportunity to discuss and debate

business critical issues with their peers in the Community. Topics are often Member-led and highly relevant to attendees so as to maximise the value Members get back from the time they put in. Not only this, but participants are connected after the discussion to ensure they can continue the debate and ask further questions.

Examples of recent Criticaleye events include:



### Leadership

Understanding Board dynamics as a new CEO

Strengthening leadership capability

The CEO as a disruptor



### Strategy

Tech capability at Board level

Implementing a matrix structure to enable strategy

Planning for the gig economy



### Stakeholders

The investors perspective

How to influence the Board

The multi-stakeholder business case

*“Our events are high-impact, case study-led and tailored to the needs and requirements of our Members. We ensure each and every Member receives maximum value before, during and after their participation at a Criticaleye event.”*

Lucy Marks  
Events Director, Criticaleye





# Community Retreats

*Why be good when you could be great?*

Everyone likes a story and inspiration comes from people. Each year, the Criticaleye Group hosts a number of high-impact, case study-led Retreats globally, bringing together leaders and executives to share, interact, reflect and learn about best practice leadership. Typically held over two days, they offer an opportunity for senior executives to step away from the

daily pressures of their business, to share and learn with peers, and discuss critical questions around leadership, strategy and stakeholders.

Our annual Retreats bring together a powerful group of attendees and global experts with just the right mix of panel-led debate and Peer-to-Peer meetings.

## CEO Retreat

The challenges facing today's leadership and the CEO

## HR Director Retreat

Developing a high-performance leadership team in a complex and disruptive environment

## Asia Leadership Retreat

Typically held in Singapore, senior executives debate the business challenges and opportunities in Asia and globally

## Growth Company Retreat

Investors and CEOs discuss exit options and ways to improve business performance

## NED Retreat

How NEDs are navigating their complex role

## CFO Retreat

The challenges faced by current and future CFOs in a changing role and environment

# Why Criticaleye?

We have more than 20 years of experience and a global team in place to support leaders as they address leadership, strategy and stakeholder issues.

- ☞ Do you want to enhance your performance and that of your team?
- ☞ Do you suffer silos and lack alignment on the senior team?
- ☞ Are you restructuring or transforming your business model?
- ☞ Would specialist support help to address a constantly changing business environment?
- ☞ Would your senior executives benefit from external reference points outside of their own industry and specialism?

## Why we are the go-to for leaders & executive teams?

Whether you are a new CEO looking to embed your leadership, an organisation going through major strategic and transformational change or an executive team which is underperforming, Criticaleye has the ability to draw together the right expertise to develop your team and help overcome challenges.

***“We know what’s needed to overcome barriers to growth, and we have an unrivalled range of international leadership experience and expertise to draw from.”***

Charlie Wagstaff  
Managing Director, Criticaleye



# Don't take our word for it

## Our results speak for themselves

Criticleye has been in Board conversations for more than 20 years. We have helped countless individuals, leadership teams and organisations collaborate, challenge themselves, gain trust and respect among the senior team and ultimately drive outstanding leadership performance for their organisations.

Criticleye undertakes extensive research across our Community and extended network into executive leadership teams. It reveals statistics that suggest our work with executive teams could not be more relevant and valuable.



Measurement, analytics and performance is the biggest sustainability challenge according to NEDs



77% of CEOs feel isolated in their role



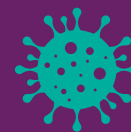
While the 76% of CFOs say the Board is supportive, they are less positive than the 97% of CEOs that agree



Seeking inspiration other sectors is the top priority for NEDs



ESG is the top priority for Boards



47% of leaders in Asia expect no loss of revenue due to COVID-19

Here at Criticleye we can offer the right tools, development opportunities and reference points to answer fundamental questions around leadership, strategy and stakeholders.





# Trust is everything

And it's built upon  
relationships. So let's  
get to know each other  
and explore how we can  
inspire you to succeed



## Inspiring Leaders to Succeed

### Our Values

**Respect:** an appreciation for diverse and varied views and experiences is crucial to high-performance leadership

**Collaboration:** working together to share knowledge and expertise is a defining characteristic of effective executive teams

**Challenge:** strategies and ideas need to be constructively challenged to reach the best outcome

**Trust:** leaders need to trust their colleagues and peers in order to work effectively and drive results

**Integrity:** we inspire leaders to succeed by providing a closed and confidential environment where Members can share openly

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