



CRITICALEYE

The peer to peer Board Community

Inspiring Leaders to Succeed

Criticaleye Membership APAC

Welcome

“Changes in external landscapes have put pressure on business operations which in turn highlights the importance of external reference points when assessing performance and strategy.

Criticaleye offers a wide range of services and events that allow leaders to engage with one another to address corporate and leadership team performance as well as business strategies.”



Richard Eu

Board Mentor, 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.

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 work with executives and leadership teams across the APAC region to reinforce 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.

Annual Asia Retreats give our Members an opportunity to expand and strengthen their existing network with national and international enterprises.

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.

Criticleye 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.

“As well as providing an effective leadership development structure, Criticleye Members in our Asia-Pacific region have the opportunity to build their personal brand and profile. As a Member, you’ll have access to speak at our events and comment in articles, firmly establishing your leadership credentials with our global Community of senior executives and board directors.”

Holly Carmichael
Head of Research &
Market Development APAC
Criticleye



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 70+ Board Mentors across all industries and geographies

“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.

Criticaleye 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

Criticaleye 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

"Being a Member of our global Community offers leaders in the APAC region an opportunity to share experiences and learn from their peers. I am responsible for ensuring our Members across Asia are getting access to the right conversations, as well as benchmarking their ideas and strategies. Criticaleye provides a unique space where leaders can tap into global expertise."

Michael Crompton
General Manager, APAC, Criticaleye



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 a panel of trusted peers and experts who will impartially challenge, critique, support and validate your strategy, empowering you to make more informed decisions.

“Pop-up Boards allow an executive to bring a question or problem to other leaders with previous experience or expertise in the subject matter. They are a brilliant way to stress-test new strategies for those in senior roles who are proposing novel solutions or unique options to the challenges they encounter.”

Benny H Goh
Board Mentor
Criticaleye



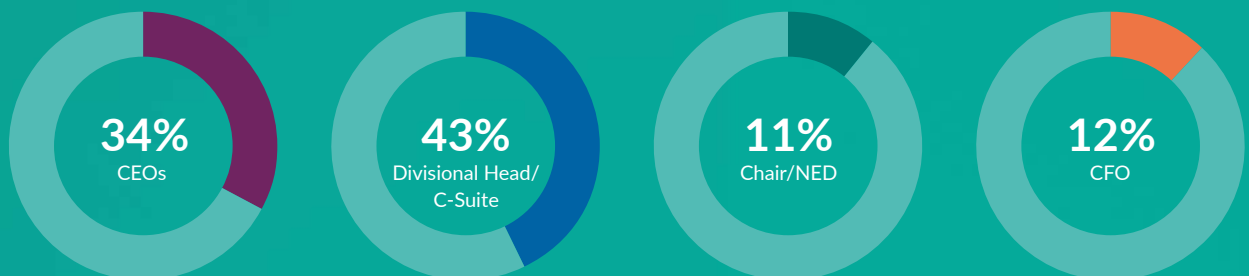


Peer-to-Peer Connections

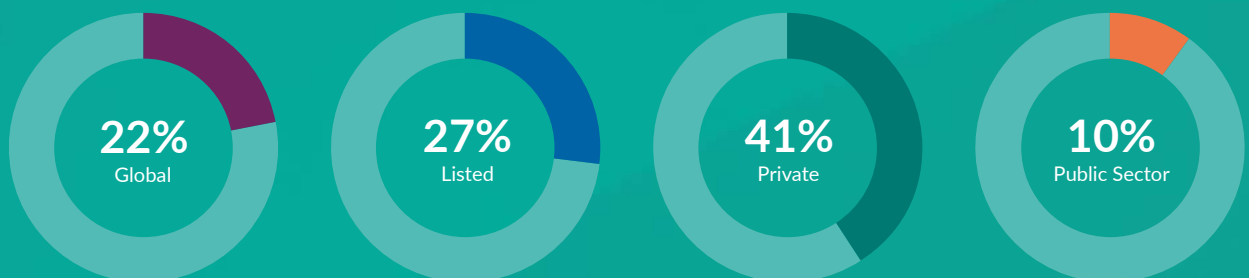
Right now, someone out there has the knowledge you need... We know them. They trust us.

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 Criticaleye 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 (%)



"I found the Criticaleye Retreat in Singapore to be a special and remarkable occasion about leadership and creating impact. The insights and dialogue facilitated amongst leaders from a variety of industries was powerful, memorable and focused. I made some great connections and gained lots of input into my own development as a leader. I look forward to more participation in the future."

Murli Adury

Managing Director, Global Head Affluent Segments Propositions
RM and Branch Management, Standard Chartered Bank





Our APAC Community

Our APAC Board Mentors



A selection of companies we work with in the APAC region



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 **Asia Leadership Retreats and Forums**, **Discussion Groups** and **CV Clinics** 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

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





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

Trust: We provide a trustworthy platform for peers to share knowledge and inspiration openly

Collaboration: We work together by sharing knowledge and expertise to achieve results

Accountability: We take personal responsibility for delivering value to our Members and colleagues

Courage: We are not afraid to constructively challenge ideas and explore new ways of working that will enhance our services

Empathy: We strive to understand challenges and provide support to peers, Members and individuals in our wider Community

Criticaleye (Europe) Ltd

22 Tudor Street
London EC4Y 0AY
United Kingdom

T: +44 (0) 20 7350 5110

Criticaleye (Asia) Ltd

Rooms 1909-13
19th Floor, Tai Yau Building
181 Johnston Road, Wanchai, Hong Kong

M: +852 6114 3865

www.criticaleye.com

