



**CRITICAL EYE**

The Peer-to-Peer Board Community

# Executive and Board Engagement

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**Advisory Membership**

# What is Criticaleye?



**Criticaleye is the leading peer-to-peer Community** for CEOs, Boards, C-suite executives and global leadership teams. Operating since 2003, we now have over **22 years' experience** transforming senior executives and their boards. Whether they are looking for individual support or a solution designed to align the executive team and drive strategic goals, our aim is to **inspire leaders to succeed**.

At the heart of all our work is a **deep understanding that great leadership is fundamental to organisational success**. So while the motivations of the CEOs, Boards and executive teams in the Community vary, Criticaleye's approach is consistent – to provide a **personalised and highly bespoke framework so leaders can transform themselves and their boards**.

The Partners we invite to be involved occupy the **privileged position of being**

**Trusted Experts in this Community** and are therefore part of the reason the Members are involved.

We have considerable reach. Not including personalised one-to-one meetings, over the course of our financial year ending 31st May 2025, we involved **2,614 top executives and non-executives in 171 Criticaleye-led discussions**. Every week Criticaleye communicates with approximately **30,000 leaders globally**.

“ Executives in the **Criticaleye Community** know that they will get value from every interaction, either asking or answering questions, as they are assured of the quality and relevance of those involved. As an **Advisory Member**, it's truly special to be **part of the trusted environment** – and therefore part of the value the Members seek. ”

## Our Advisory Members are organisations that have the necessary expertise to offer best-in-class advice to our Community.

They are invited by us to join, paying for annual access that allows them to contribute their expertise to our Members over the course of that year.

This Advisory Membership is often in addition to an agreed programme of event-based activities focused on specific stakeholder groups over the same period.

This hand-picked, elite group is, by proxy, trusted by our Community, both for knowledge and discretion. This makes Criticaleye a conduit for our Advisory Members to meet executives and NEDs at the time that they require expertise.

### The Challenges

Consulting, advisory and professional services firms typically face a number of challenges:

- Lack of relationships with board-level influencers
- Articulating the value of their product or service offerings
- Lengthy engagement and conversion process
- Demonstrating competitive advantage
- Gaining client trust and building loyalty

The solution to these challenges is better exposure to and stronger relationships with the right people. Organisations that join Criticaleye as Advisory Members benefit from increased brand awareness, relationship building and the opportunity to validate their proposition with their target audience.



Brand Awareness



Relationship Building



Validation

“There are many business networks out there, but it’s always hard to get the right calibre of individual involved. As a result, you very often find yourself in the situation where you have a number of CEOs and CFOs, but also a lot of middle management folk involved. That makes it hard to cultivate the conversation. Somehow **Criticaleye** manage to get those at the very top of their organisations. As **Advisory Members**, we walk away from the activities we get involved in knowing that **relationships have been made** and **collaboration** happens thereafter.”



## Increase Your Brand Awareness

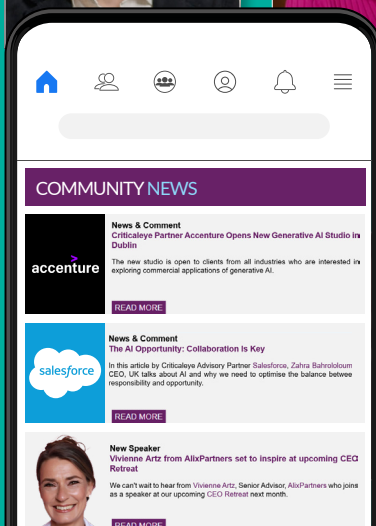
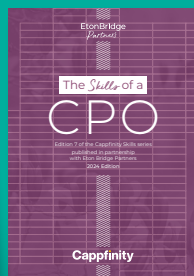
Criticleye gives you access to a captive audience of leaders. We will channel news and announcements relevant to your organisation as well as raise the profile of your experts within the Community.

Criticleye positions Advisory Members within our Community as experts. We feature your executives in our articles and social media posts, channelling your own content and showcasing profiles of your experts and leaders.

Working with your team, we build your presence and visibility within our Community and with the Relationship Management teams that look after our Members. By building your profile on specific themes, we are able to match your expertise and services to the needs of our Community.

This is a mixture of push and pull. In one sense, your presence in the Community can inspire questions previously not considered and, in another, your expertise is available to help overcome challenges already realised.

Your contribution is delivered through a mixture of content, one-to-one connections and small, Member-led discussions around specific challenges.



“Criticleye really has created a **Community** that delivers precisely what it promises: a fertile ground for building very valuable relationships.”



Make sure you check out our #CEOTreat Partner, Eton Bridge Partners Ltd, blog on their new CEO Pathways report. Analysing 1,500 UK CEO appointments from 2022 and 2023 across diverse companies, it offers insights into common profiles, crucial questions, and trends shaping the path to the CEO suite in today's dynamic business landscape.

Visit here to read: <https://lnkd.in/gJesaMJ>

#CEO #Leadershipinsights #CEOTrends



I'm looking forward to Thursday's M&A discussion with **Jayne McGlynn**, Patrick Pulvermuller and Jacob Ambrose Wilson, courtesy of our partners Critical Eye.

With continued volatility influencing deal volumes and value, it can be a challenging time for investors and business owners who are considering M&A. What are pitfalls boards should be considering before engaging in a deal? How to minimise risk and maximise value? Is it a buyers or sellers market?

We'll be talking about this and a whole host of other M&A topics.

If you can't make the session feel free to get in touch for a download afterwards @alixpartnersM&A

**AlixPartners** **CRITICLEYE**

**Growth Company Virtual Roundtable:  
Evaluating M&A Opportunities**

Panel Speaker:  
**Nick Wood**  
Partner & Managing Director  
at AlixPartners





## Accelerate New Relationships

We understand that building relationships is all about trust, understanding needs and reaching the right person at the right time. Criticaleye is structured to deliver this value. We understand the particular needs, styles and sensitivities of our Members. This allows us to make the right connections in the most timely, effective and appropriate way possible.



### Peer-to-Peer Connections

We make direct connections, both virtually and in-person, between our Advisory Members and individuals from the Community who are seeking specific advice and expertise.



### Pop-up Boards

Our Advisory Members, as trusted Partners, will receive a number of invitations to our Member initiated stress tests known as 'Pop-up Boards'. In these sessions, a Member presents a suggested strategy to a small group in a Chatham House Rule environment in order to seek constructive feedback.



### Channel

We are a channel for you to use your own content to reach your intended audience. We can connect your content directly to our Members, through our Newsfeeds and regular Updates, as well as via social media.



### Content

Our content showcases your expertise and essential services, enabling you to build relationships with your co-contributors and readers/viewers.

## Validate Your Assumptions

Sometimes it is useful to test drive your theories, but it is difficult to find an audience that will give you open feedback. Criticaleye enables you to gain insight and test your strategy in a collaborative and confidential environment.



**A dedicated Account Director will work with you to develop your profile and build new relationships with successful global leaders.**

He or she will be the link between you and the Criticleye Community and will advise you on the best way to engage with key influencers.

## **The core areas of responsibility for your Account Director are:**

To understand the areas of expertise that you bring to  
the Community and ensure these are communicated

To advise you on the most effective ways  
to engage with the Community

To promote the profile of your experts

To arrange one-to-one connections with  
Criticleye Members based on mutual value

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The Account Director is your key advisor on the best way to build  
relationships with leaders from client and target organisations.

“ Being part of the Criticleye Community provides a platform to **build long-term relationships with individuals and organisations**, as well as an opportunity to **further our thinking and gain real insight** into how practitioners are managing business-critical challenges on a daily basis. ”



## 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

To discuss in more detail, please contact:

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