



**CRITICALEYE**

The Peer-to-Peer Board Community

# Inspiring Leaders to Succeed

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**Non-executive Director Membership**

# Welcome

*“For non-executive directors (NEDs) at every stage of their plural journey, gaining access to the right support and insights is vital to having a stronger impact in the Boardroom. Whether transitioning into a portfolio career, stepping up to Committee Chair roles, taking on the responsibilities of a Senior Independent Director (SID), or advancing to a Chair position, Criticaleye provides tailored guidance every step of the way.*

*Our frameworks draw on the collective expertise and experience from within our global Community, offering challenge and critique to address the unique complexities at Board level. By fostering trust, alignment and a deep understanding of governance, we inspire NEDs to navigate their responsibilities with confidence, enjoying constant exposure to the fresh perspective of peers.*

*Our approach empowers Boards, NEDs and Chairs to enhance leadership effectiveness, strengthen decision-making and drive sustainable outcomes.”*

**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.

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 offer a broad range of experiential learning opportunities, all designed to critique, support and validate your strategic and personal decisions, as well as broadening your knowledge by engaging with leaders from outside your immediate team, organisation and industry.

Facilitated by your own personal Relationship Manager, you'll have access to specialists and seasoned executives within our Community.





# Who do we work with?

## CHAIRS

Playing a pivotal role in shaping strategy, guiding discussions and ensuring robust decision-making at the highest level, our Community provides the right external reference points so Chairs can outperform

## SIDs

Strengthening leadership capabilities to better support the Chair and foster Board cohesion as a Senior Independent Director

## COMMITTEE CHAIRS

Committee Chairs seeking to excel in leading Audit, Remuneration, Risk or other key Board committees, while navigating complex governance and stakeholder challenges

## PORTFOLIO NEDs

Experienced non-executive directors with a portfolio spanning private equity, public companies and private businesses, who are looking to strengthen their impact in the Boardroom or step up to more significant Board appointments

## FIRST-TIME NEDs

For individuals stepping into their first non-executive director role or those seeking to enhance their influence in the Boardroom

## CROSS SECTOR EXECUTIVES

We support CEOs, CFOs, CPOs and other executives across sectors and industries, empowering them to overcome challenges and achieve their strategic goals

*“What Criticaleye offers is a **safe space for NEDs to ask questions and listen to how other Boards are tackling common issues. Now more than ever, organisations need their NEDs to bring new thinking, challenge and diversity of thought, so non-executives must actively find ways to bring the outside into their Board discussions.**”*

**Yetunde Hofmann**

Non-executive Director, Cranswick Country Foods  
& Board Mentor, Criticaleye





# Why Non-executive Membership?

## Strategic leadership development that takes you to the next level



### Relationship Manager

A Relationship Manager will coordinate all aspects of your Membership to ensure you gain maximum value. Their role is to challenge your thinking and help navigate your activities within the Community.



### Peer-to-Peer connections

We will connect you to the right person at precisely the right time. Someone in our Community has the knowledge you need to address challenges and answer your questions.



### Leadership Retreats

High-impact, case study led Retreats in the UK and Asia, bringing together Board leaders and executives to share, interact, reflect and learn about best practice leadership.



### Events & Roundtables

Interact with our global Community. Whether face-to-face or delivered virtually, our Forums, Roundtables and NED CV Clinics offer an interactive environment for leaders to discuss and debate business critical issues.



### Editorial Content

Criticaleye's cutting edge business content delivers thought-provoking ideas and insights from across our peer Community.



### Board Mentors

Connect with our unrivalled team of over 100 Mentors who have a collective experience of more than 125 CEO roles and over 350 Chair and Non-executive roles to draw from.



### Strategic Pop-up Boards

Host your own Pop-up Board to gain impartial insights and support from a panel of trusted peers and experts or share your expertise on a panel to help fellow Community Members overcome challenges and drive strategic success.



### World Leading Expertise

Providing an invaluable source of expertise and insight to executives, we tap into experts and professional service providers to support our Members.

*"I have contributed to the **Community** and have received so much more in return. This is all enabled by the continuing creativity and inspiration of the Criticaleye team... For anyone looking to gain an edge in their NED career, I strongly recommend joining the Criticaleye Community."*

Ed Jones

NED, Now: Pensions, Chair, Wightlink Ferries  
& Board Mentor, Criticaleye





# Chair Ready Programme

The Criticaleye Chair Ready Programme inspires, empowers and develops new and aspiring Chairs.

Criticaleye's **Chair Ready Programme** equips individuals to become high-performing Chairs within an intimate cohort of peers. It fulfils development obligations and enhances skills for current and future Board roles, serving as a key component for professional growth.

Who is the Programme for?

- Established NEDs aiming for a Chair role
- Senior Independent Directors:
- New and transitioning Chairs
- Lapsed Chairs

The Chair Ready Programme offers invaluable access to seasoned Chairs, who will share their insights and wealth of experiences, to support in the growth of aspiring Chairs. The Programme covers the dynamics of Chairing Boards of companies in the public markets, private equity and in the third sector.



Want to find out more?

Download our Chair Ready Brochure

Chair Ready  
PROGRAMME



*“The Criticaleye Chair Ready Programme has shed light on the nuanced responsibilities that set the Board Chair apart from Board members. This journey has not only deepened my understanding of these responsibilities, but also instilled the confidence to lead with impact. I am now more prepared than ever to embrace the challenges and opportunities of a Board Chair.”*

Mui Hoon Poh

Non-executive Board Member & Member  
of Audit and Risk Committee, Singapore Eye Research Institute  
& Board Mentor, Criticaleye



# Value

Criticaleye's Non-executive Membership package provides the benefit of consistently high-level touchpoints across all Board appointments, industry sectors and ownership structures including PLCs, Private Equity, AIM, Public Sector and NGOs. Working closely with you, our team will curate the ideal mix of content, contacts and activities to address your needs and aspirations to be a successful NED.

We understand your challenges and can help you overcome and accelerate your leadership capabilities to succeed.

Key areas of support include but are not limited to the following:





# Timeline

## Your Membership Milestones

**1** ESTABLISHING TAILORED MEMBERSHIP OBJECTIVES 

**2** MEMBERSHIP TERM CONFIRMED 

**3** RELATIONSHIP MANAGER ASSIGNED 

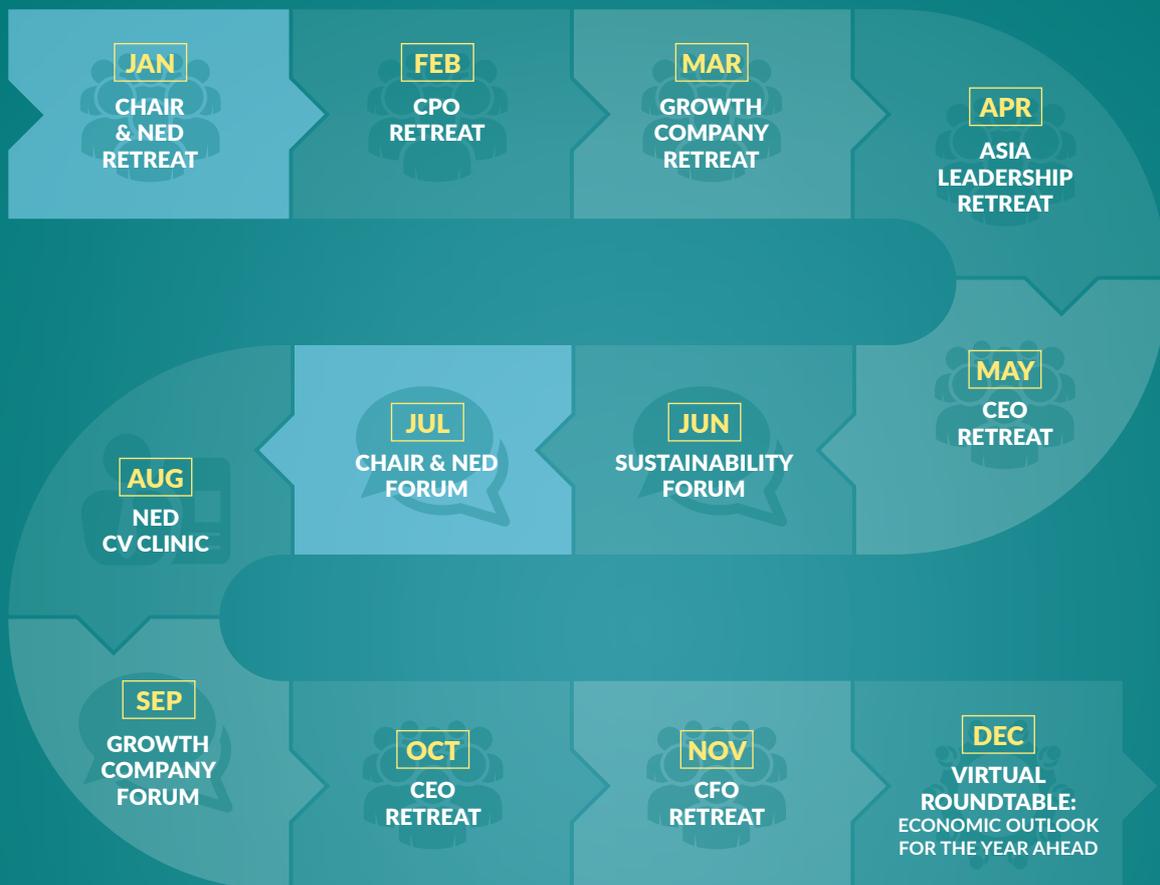
 QUARTERLY REVIEWS: MONTHS 3, 6, 9 AND 12 

**4** ONBOARDING CALL 

**5** MEMBERSHIP PROGRAMME BEGINS 

**6** MEMBERSHIP RENEWAL 

## Dates for Your Diary





# 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.



### VIDEO: THE UNIQUE ROLE OF THE SENIOR INDEPENDENT DIRECTOR



Click [here](#) to hear leaders discuss the role of the SID.

Featuring comments from **David Nussbaum**, Senior Independent Director, Drax Group, **Tony Cocker**, Senior Independent Director, SSE and **Julia King**, Senior Independent Director, Ceres Power Holdings.



*“ 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



# CRITICALEYE

The Peer-to-Peer Board Community

## 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

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