



CASE STUDY

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 Board 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.

In the Pop-up Board case study below, Criticaleye was able to bring together a carefully selected group of experts to share stories and experiences of the issues the host company was facing.

Company type	Key drivers for Pop-up Board/background	Outcomes of Pop-up Board
Leading UK waste management provider	<ul style="list-style-type: none">• Need from an Executive Member to ask questions and seek advice on taking a CEO role for the first time• To gain insight from peers in the Community around how to make an impact as a new CEO• An opportunity to gain impartial feedback on making the transition from CFO to CEO, what unique challenges does this bring and what changes are required to be successful	<ul style="list-style-type: none">• A deeper realisation of the CEO's role in setting the tone and defining expectations across the leadership team• Supportive advice on the difficult task of making inevitable changes to the senior leadership team as a new CEO• The importance of process - decide on changes to the top team and set a timeframe. Leaders can't expend time and energy in individuals who will be moving on• Discussions around balancing long and short-term strategy, think about where the business will be in ten-years, as well as disruption and how your business can disrupt in today's market• To make an impact, new CEOs need to get out into the business and even closer to the Chair, Board, employees and, perhaps most importantly, customers

“*Hosting a Criticaleye Pop-up Board was the ideal opportunity for me to ask questions and hear about other experiences of moving into the CEO role for the first time. It was a safe and confidential environment with an exceptional group to guide me. I left the session with some great advice and a clearer view on what approach I needed to take in my new role.*”

Criticaleye Member