



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 provider of cash automation technology solutions	<ul style="list-style-type: none">• To gain insight and information on cultural change, specifically regional differences which are hampering progress• A realisation that change is necessary for long term success• A desire for guidance and ideas on how regional leadership can influence the group board and bridge the cultural divide• Practical tips on change and transformation; what does this look like across the whole organisation?	<ul style="list-style-type: none">• The leadership team needs to establish a powerful motivation for change, and utilise strength in numbers by working with the regions to persuade the central board• Speak in a language the board can understand and appreciate cultural differences• Appreciate that change won't happen overnight – it is more effective to focus on a few key issues at a time instead of tackling 'culture shift' in one go• Don't make culture change the central focus, rather implement change/transformation programmes where culture shift will be an inevitable bi-product• Consider the structure of the board and whether there should be more regional representation and/or board members could have more exposure to different areas of the business

“ Having an opportunity to discuss and ask questions to a group of senior executives, all with highly relevant experience of the precise problem we are facing, was fantastic. It enabled us to get over a huge stumbling block – namely that we knew what the problem was but couldn't find a practical and strategic way of overcoming it. Criticaleye's ability to bring relevant and senior people into the discussion to act as a confidential and independent sounding board was a game-changer. ”

Criticaleye Member