



AIM Boards are characterised by ...

- being primarily run by an entrepreneur, original owner
- new ownership and experiencing the issues of a change in ownership
- needing to achieve an unusual, high period of growth in the life cycle of the company
- having a higher than normal cash balance
- a Board composition that includes token directors or directors representing the investors, therefore not independent

BUT ...

- a well balanced effective Board is critical to the success of the company
- good governance and transparency would excite investors

What is a Board Evaluation and what is its value?

- A self assessment by the Board of its effectiveness against a best practice model
- The Board is able to be seen to work at improving its effectiveness
- The company's chances of success are increased and the risk of failure decreased
- Continuous improvement of the Board members at a skills and personal level

How AIM Boards can take advantage

- Each director completes a tailored questionnaire which covers process, leadership, culture and risk management
- Unattributed answers and commentary are compiled externally into a qualitative and quantitative report
- Report is discussed and validated with the Chairman or champion
- A detailed report is presented to the Board which defines the gap and prioritises recommendations
- Board distils actions, timeline and monitoring plan
- Summary report is presented to stakeholders covering results and an action plan

When Delivered?

- Non-negotiable part of the fund raising project
- Part of a crisis management project
- When there is a change in the directors
- When there is a change in ownership / shareholders
- When desired by a AIM customer who seeks the value

Costs

(subject to increase for larger Boards)

- White label pricing via a Broker - £ 5 000
- Sold & delivered by Genius Methods directly - £ 7 450