

**EMERGING OPPORTUNITY FOR BOARDS.  
AS 2012 DRAWS TO A CLOSE, BUSINESSES ARE BEING URGED BY STAKEHOLDERS TO EVALUATE  
BOARD CULTURE AND TO IMPROVE LEADERSHIP, PRODUCTIVITY AND EFFICIENCY**

With 2012 ending with the positive news that the UK is tentatively manoeuvring its way out of recession, board services specialists, Genius Methods, are calling on businesses to review their Board level practices to ensure that the tone and messages are aligned to the business objectives.

**Can your stakeholders clearly understand your leadership competency?**

In response to the figures released by the Office for National Statistics in October which demonstrated that the economy has grown by one per cent, thereby officially ending one of the longest recessions ever experienced, Sharon Constançon, chief executive of Genius Methods said: “Now is an ideal time for Boards to mirror this improvement, gain double the value by leading their organisations effectively. Boards have a direct impact on steering and driving an organisation”.

“For the past four years, ever since the economy slumped, companies have used the recession as an excuse; be it for poor performance, poor sales, down-sizing or lack of morale. At Genius Methods we have noticed in the last months a welcome change and are seeing executives making forward looking business decisions. This change, supported by strong leadership of the Board, driving an already lean business, will have phenomenal directly attributable results.”

*In the words of Insead’s, Yilmaz Argüden, Chairman of Rothchilds Investment Bank in Turkey, “Boards have the basic responsibility to ensure sustainable improvements in corporate valuations by providing strategic guidance and oversight regarding management decisions ... success can only be achieved on a sustainable basis, if boards behave as a role model for implementing the principles of governance in their own operations and ensure that the corporation follows these principles in making key decisions.”*

*Insead. Professor Ludo Van der Heyden states ““The key lesson has been putting ultimate responsibility, not on the CEO but on the board, making the board really responsible for the good running of the company and for the value creation,”*

“We know what we need to do, energy has returned to business and decision making, now is the time for Board’s to truly come into their own and lead the UK and global economies out of recession, into growth and deliver value to countries and their people.” says Constançon

“Spring clean time, turn of the year, time of setting down new year resolutions and personal goals; companies can say goodbye to 2012, welcome in tidings of growth supported by effective Boards providing leadership and sustained growth.”

**Genius Methods’ Board Reviews and Board Development programs will provide the energy, focus and sustained delivery of board governance and leadership.**

“We see many patterns and common behavioural actions playing out in Board rooms, and our role is to work with Directors and Non-Executive Directors to understand how actions impact people and the organisation as a whole,” Constançon explained.

“While the stress that the recession has placed on Board members has forced them to make unpopular decisions, it is important now to examine a business, understand its ethos and desired goals and take steps from a sound foundation and drive sustained growth.

“Your staff, your customers, your shareholders will all enjoy the energy and direction the Board will provide to help all on the road of continuous improvement.”

“Communication is a vital part of Genius Methods’ Board services, and progressive companies taking a positive stance should now put Board “behaviour” into the spotlight and review and improve its actions to ensure that the next four years make up for the past four in terms of efficiency, productivity and profitability,” added Constançon.

Sharon Constançon  
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CEO Genius Methods