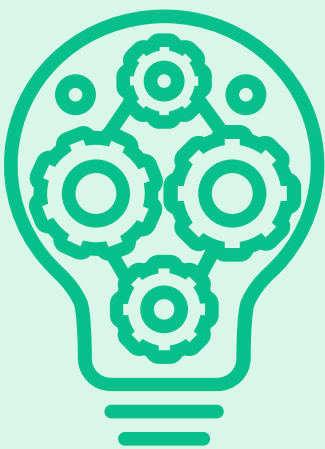
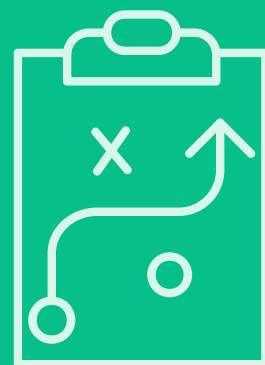


HOW TO BUILD AN ADVISORY GROUP

BE CLEAR ON STRATEGIC INTENT

What does your advisory group / board exist to help achieve in the market (drive sales, guide strategy, mentor teams, etc.)?

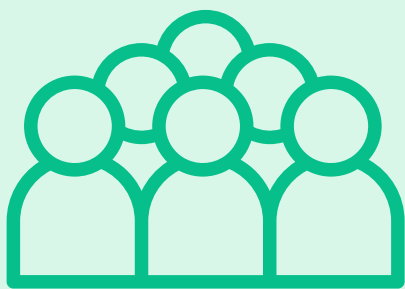


DEFINE CRITICAL SUCCESS FACTORS

What do you need to get right internally to archive that strategic intent?

CREATE "PROMISE" TO ADVISORS

These are people with more demands on their time than time. What is your promise to them that will ensure you capture discretionary effort?



POPULATE YOUR GROUP / BOARD

How will you source your advisors?

NURTURE YOUR GROUP / BOARD

Like any ecosystem your advisor group will require nurturing so it can thrive. How will you manage to avoid decay?

