

Creating an Advisory Board

This playbook outlines the steps for establishing an advisory board to provide strategic decision-making support. It covers the legal framework and illustrates the potential benefits that an advisory board brings to an organization.

Step 1: **Define Purpose**

Clearly define the purpose and objectives of the advisory board. Determine what issues and areas the board will advise on and what you expect to achieve with their guidance.

Step 2: **Set Guidelines**

Establish clear guidelines and bylaws that detail the structure of the advisory board, including the number of members, their roles, meeting frequency, terms of service, and any compensation details.

Step 3: **Recruit Members**

Identify and recruit potential members who have expertise in the areas relevant to your board's purpose. Consider diverse candidates to bring a broad range of insights and experiences.

Step 4: **Legal Compliance**

Ensure legal compliance by consulting with a lawyer. Have them review your advisory board's structure and bylaws to confirm they meet all legal and regulatory requirements.

Step 5: **Orientation**

Prepare and provide an orientation for new advisory board members. Include information about the company, its goals, and the specific challenges the advisory board is expected to address.

Step 6: **First Meeting**

Organize the first advisory board meeting. Set the agenda to include an introduction of all members, a review of the board's purpose and guidelines, and a discussion of initial issues or decisions.

Step 7: **Evaluate**

Regularly evaluate the advisory board's effectiveness. Consider their contribution to decision-making and whether the board is meeting its defined objectives. Make adjustments as necessary.

General Notes

Confidentiality

Ensure that all advisory board members agree to confidentiality terms to protect sensitive company information.

Compensation

Decide on a compensation plan for members if applicable. This could include financial remuneration, equity, or other forms of compensation and should be included in the guidelines.