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Subject: Strategy

This time of year, corporate executives are considering strategic goals for the coming year.

**Do your board agendas include ample time for strategic discussion?**

Engaging in company strategy gives the board the knowledge it needs to carry-out key oversight responsibilities

**Six Questions To Consider**

1. Is the board *engaged* in strategy discussions or does it simply *approve* a plan?
2. Does the board play an active role in questioning the underlying assumptions and debating the strategic analysis presented by management?
3. How does the board verify that management is effectively executing a vision that will increase shareholder value?
4. Does the strategy discussion include independent analysis of business trends, customer contributions and use of technology and social media?
5. Does the discussion indicate how to integrate human resources policies and restraints?
6. Once there is an agreed upon strategy and plan, how is implementation managed and how is the board's oversight role structured?

**Ask these questions during the executive session at your next board meeting.  
The answers might help your board become more effective and the company stronger.**

New questions are posted each month at [www.governancesolutionsgroup.com](http://www.governancesolutionsgroup.com). Every board can benefit from periodically taking a hard look at how it is functioning and at the status of its corporate governance structure. Sometimes high-performing individuals find it helpful to talk with an outside expert – much like the occasional consult with the golf pro, or the visit to the doctor for an annual physical.



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*"Good governance is part of every good business solution."* Mary Denise Kuprionis