

# Data that Drives Better Board Governance

## Practical Metrics for Optimal Board Management

Practical metrics can drive optimal board performance. Having a complete view of your directors is critical to maximizing the effectiveness of your board of directors. In this guide, we will provide an outline to help you gather and record the data you need to utilize the talents of your board most effectively to facilitate better board governance.

This whitepaper explores the value of data in board administration including basic demographics and what make your board members tick. We also examine compliance, governance, diversity, and inclusion.



## Administration

- Track multiple addresses for your directors (office, home, vacation home, etc.) and pull quick reports that allow for a holiday card list, annual gala invitations, or important documents that require receipt confirmation
- Spouse and child information (name, birthday, etc.)
- Awards and accomplishments- Understanding what makes your directors “tick” can be a valuable tool in leveraging each one for special tasks or committees

## Compliance & Governance

- Create a list of forms that require signatures (Conflict of Interest, Confidentiality Agreement, Code of Ethics) and check when completed
- When the auditors ask, you won’t have to fumble through hard or electronic folders
- Term limits for board and committees- reporting on term limits will ensure your company is recruiting and prepared for any future openings
- Track expertise and specialties
- Reporting on the skill sets that make up your boards of directors will allow companies to realize when there is a hole in the board make-up, or worse, and overabundance of one specialty

## Diversity

Managing diversity on a board is critical for a successful board. Studies show that boards with higher diversity across multiple demographics actually perform better and are more likely to minimize risk. Track the following information to know how your board stacks up:

- **Gender:** While boards are traditionally more male dominated, gender diversity is thought to have a strong impact on performance (McKinsey & Company)



- **Age:** With diversity in age comes new approaches to business which is increasingly more important as technology continues to change at exponential rates
- **Industry Expertise:** A well rounded board will have industry experts as well as outsiders capable of bringing a different perspective
- **Functional Expertise:** Every board should include financial, operational, and strategy experts, but bringing in talent that is unique to your company’s needs and gives you an edge is always beneficial

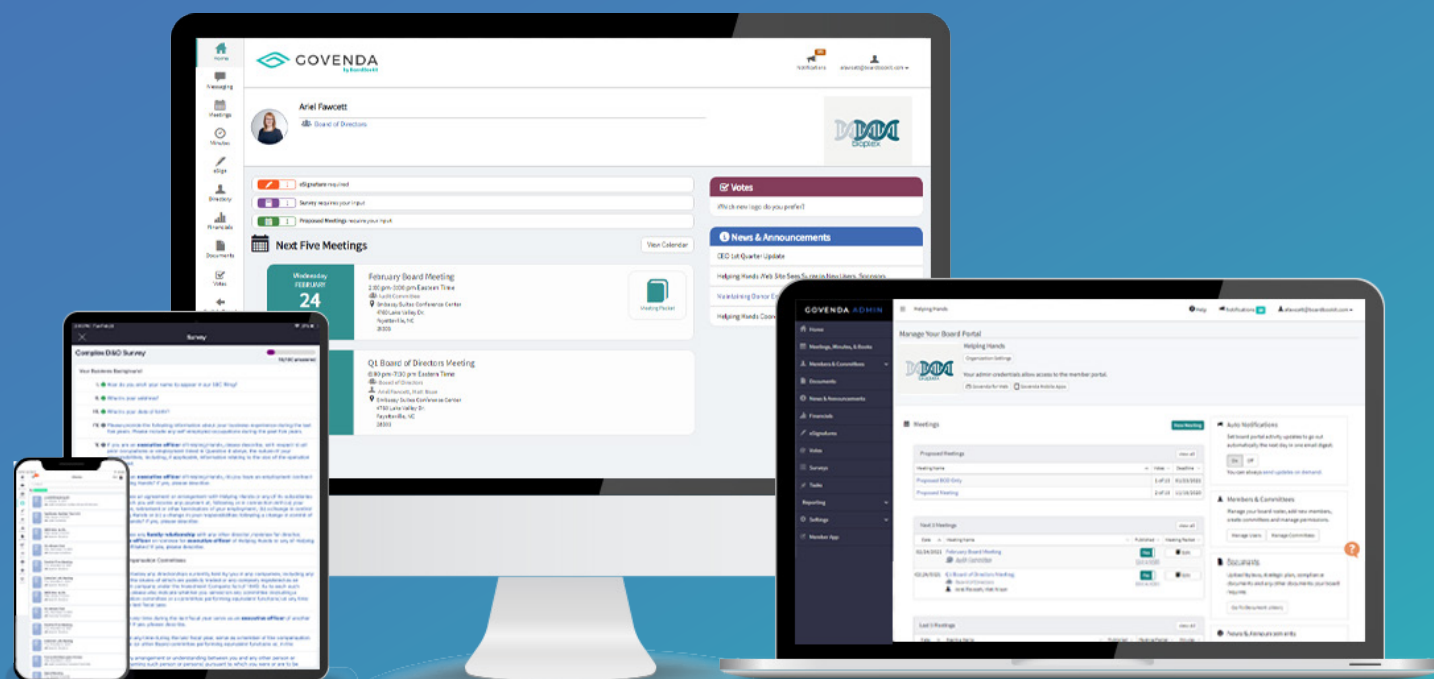
## Govenda Can Help

Govenda is designed to capture the information that is important to you. We have designed our board member profiles so that you have unlimited ability to capture custom information, and reporting capabilities to utilize it.



# You're an innovator in corporate governance.

## Choose an innovator for your board portal.



## Changing the Board Management Landscape

**A powerful portal to mitigate risk and engage your directors**

## Sophisticated User Interface

Designed for users. Minimal training required.

## Unlimited Users and Groups

Helps make us the best ROI in the industry.

## Powerful Mobile Applications

iPad, iPhone, Android tablet, android phone & web.

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