



MASTERCLASS IN STRATEGY

FOR HIGH-PERFORMING
BOARD MEMBERS

BY A BOARD EFFECTIVENESS EXPERT
KATARINA BONDE



Purpose

A highly-practical, one-day course to empower Board members to effectively guide company strategy.

Objectives

Explore advanced aspects of strategy building, updating, monitoring its implementation and ensuring proper communication along the way.

Discover hands-on tips and practices to ensure Board effectiveness in strategy oversight.

Benefits

Gain crucial insights and a refined understanding of Board responsibilities in dealing with strategy and its proper communication.

Elevate your professional level as an experienced Board member and competitiveness for future Board appointments.

Learn with similarly experienced and like-minded colleagues, in a discrete, high-trust environment.

Ideal participants

Experienced acting non-executive Board members. Graduates of the Board member education program by the Baltic Institute of Corporate Governance (BICG) and members of the BICG will have priority.

Applications

Open until the 24th of April, by submitting the application form through the APPLY button below. Please note that registration is dependent on the approval by the BICG, with priority given in line with the characteristics for ideal participants above.

Delivery

A highly-interactive, workshop-based learning environment, with facilitated discussions, case studies and group work, and plenty of opportunity to explore real-world problems with colleagues. The Chatham House Rule will apply.

Duration

One day (09:00-17:00)

Date & Place

June 15, 2022
Riga, AC Hotel by Marriott

Cost

685 EUR (and VAT)

Masterclass outline

This one-day masterclass explores four topics, as follows:

Owners' directives/expectations as the start of building the strategy

- How to deal with different types of owners and obtain quality directives/expectations?
- How detailed should owner's directive/expectations be, depending on the business and its environment?
- How to deal with conflicting, controversial directives/expectations?

Building the strategy

- Board and management responsibilities in strategy building process
- Structure of the strategy document
- Strategy creation process
- Defining risk appetite and risk tolerance
- Handling disruptions and new opportunities, including M&As and IPOs
- Relevant performance metrics

Internal and external strategy communication

- Different ways of communicating the strategy

Monitoring strategy implementation and its revision

- What is the Board role in ensuring that the company strategy is operationalised and implemented?
- How flexible can management allow themselves to be when strategy has been approved?
- Revision of the strategy



Speaker
KATARINA BONDE

[LinkedIn](#)

Now active as a Chair and independent director at both listed and privately held companies, Katarina Bonde has an extensive background as a CEO and in other executive roles at high tech companies in Sweden and USA.

Her current assignments include chairing such public and private companies as AddSecure Group, a leading European company providing secure connectivity solutions for the internet of things (IoT); Mentimeter, a fast-growing audience engagement platform for interactive meetings and presentations; Nepa, a global market research agency; Flatfrog Laboratories, a market leader in interactive display solutions; and working as an independent Board member at Mycronic, a high-tech company producing laser pattern generators; Stillfront, a free-to-play powerhouse of gaming studios; Bure ACQ, the first special purpose acquisition company in Scandinavia, etc.

Katarina has been driving strategic change from the Boardroom at several companies in particular. At Mycronic, the Board set a strategy to grow from 100 million to 500 million EUR, which was achieved ahead of time through timely development of new products, organic growth and strategic acquisitions. Similarly, at one of her previous companies Opus, a plan of growing from 200 million to 500 million EUR was made and then acted on through organic growth and acquisitions. And at the small but fast growing Mentimeter a strategy to become market leader in the new Audience Engagement Platform space has allowed the company to double in size every year and create a leading position with over 200 million users so far.

Katarina has an extensive experience in business development, M&A, fundraising and IPOs. She also holds workshops in professional Board work and is a frequent speaker on topics such as entrepreneurship, investments, Board governance and digitalization of corporations.

She is the best rated speaker at the Chair education programs by the BICG.

APPLY