



CHOOSING THE RIGHT BOARD MAKES A DIFFERENCE

It has become quite apparent that selecting the best board members (both advisory and board of directors) will make a measurable difference to the bottom line. The Sarbanes-Oxley Act has mandated companies to recognize the importance of accountability and the responsibility of this selection process.

In the A/E/C industries historically the selection process included individuals who had relationships with the President/CEO and Principals or a person with name recognition. In many cases this approach did not bring the necessary skills to make a difference.

Board selections should be based on skill sets to augment the current board members/owners expertise and backgrounds to include:

- **Ethics Practices**
- **Financial Acumen**
- **Strategic Thinking**
- **Legal Expertise**
- **Operations Efficiencies**
- **Industry Awareness**

In addition, the board should select (by vote) a nominating committee to invite the best of possible candidates to the table. In some cases, firms have engaged an executive search firm to seek out this level of talent. The final selections should be the best in class in a particular field. The right selection will bring passion, great ideas, creativity and new business perspective to your organization, which will make a difference. The director's role is key to the long-term growth/vision and strategic vision of your organization.

Gaines International provides integrated services to its clients, including board selection and consultation. For more information contact Donna Gaines, President of Gaines International, an executive search firm providing search services and consulting to the A/E/C industries.

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