
PART 2

Strategic Dimension

Keep it strategic

For integrated board management, we propose four main preconditions for success in developing, implementing and controlling corporate strategy (see Fig. 2-1):

1. diversity: strategically targeted composition of the board team
2. trust: constructive and open-minded board culture
3. network: efficient board structure
4. and vision: stakeholder oriented board measures of success.

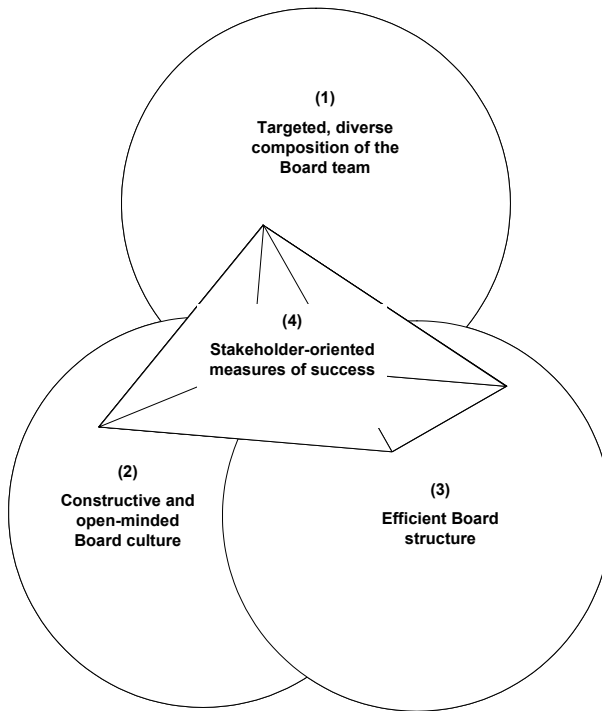


Fig. 2-1. Preconditions for successful integrated board management

These four components have to be integrated in a process as shown in Fig. 2-2. At each of the different levels, success measures are established relating to the important stakeholder groups, and then the responses of members of those stakeholder groups are measured periodically to assess the performance of the company leadership.