




# STRUCTURED BOARD DEVELOPMENT

It may have been a single engineer who invented the jet engine or an independent entrepreneur who brought Italian coffee to the United States, but it was a board that turned then-defense contractor Boeing into one of the world's leading manufacturers of passenger aircraft in 1952, and it was a board that wooed Howard Schultz back to lead the turnaround of Starbucks in 2008. Boards offer experience in uncharted territory, perspective in confusion and guidance in seasons of prosperity. Retaining a board is indispensable — establishing yours is what we do best.

## WHAT




OneAccord organizes quarterly board meetings led by experts to optimize sales, marketing, operations, finance, culture and strategic leadership at a fractional cost. We contribute up to three board members who take non-voting positions focused on building business value and providing accountability.


## WHY CHANGE

### MULTIPLE DISCIPLINES, MULTIPLE PERSPECTIVES

The importance of diverse perspectives during decision-making cannot be overstated, but inviting the right voices to the table requires experienced professionals from multiple disciplines. When the right talent fills your seats, your board can identify blind spots, improve buyer credibility and reduce a company's dependence on its owner.



## WHY NOW



A company with mature foundational roots is poised to maximize its value — but establishing these roots takes time. A board's oversight can take a business's valuation to the next level.

## WHY INVEST

### REDUCE RISK, BUILD VALUE

A board is a stabilizing force. It reduces risk by providing diverse viewpoints, shaped by experience, that bring clarity to important decisions. A board also allows an owner to remain focused on building value and reduces reliance on the owner as the sole guiding force. The impact of a quality board is widely understood, making it a major contributor to increased business valuation.

## WHY ONEACCORD

### A PLUG-AND-PLAY STRUCTURE AND PROCESS

OneAccord Partners is a consortium of established business owners — not consultants — who partner with owners of privately held businesses to increase enterprise value. Our combined leadership of more than 200 companies has given us firsthand understanding of vendors, sales, financials, supply chain, distribution and culture. We offer a plug-and-play solution to structured board development that follows an established structure and process. Owners retain full control while minimizing risk.

## TESTIMONIALS



**Paul Bailey**

CPA, Managing Principal

Working with OneAccord, you receive hands on expertise to help you navigate the complexity of business ownership and help drive the value in your business while building it for future succession.

**Clark Nuber** PS

**Steve Brilling**

Director of Family Business

Outside professionals can help in laying out vital considerations like addressing the next chapter of an owner's life, as well as how to build additional value in the company before the transition. OneAccord and Clark Nuber provide a good blend of talents needed for a successful implementation.



**Walter M. Maas, III**

Attorney

OneAccord understands the process, how to improve systems and controls, and how to help you position your company. But it takes time to prepare for sale, so hire OneAccord early, work with them intensively, and follow their advice.

# BUILDING VALUE. BUILT ON VALUES.

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