

Company ambassador

Represents the company in society and engages with shareholders and stakeholders, including political and regulatory. Key messages include the need to adopt a narrative of responsible value creation for multiple stakeholders.



Strategy provocateur

Provoke and challenge the CEO and executive team to develop a longer term strategy with appropriate horizon scanning to ensure longevity of the company. Apply periodic reviews of both strategic and tactical plans to respond to pace of change and new disrupters. Ensure alignment between the board and executive.





Culture and Talent cultivator

Ensures the company is led by a strong CEO and executive team by providing support and challenge. Keeps a pulse on company culture across the workforce while providing deliberate support to leadership development and succession planning, beyond simply the CEO.



Guardian

Guard stakeholder interests by protecting the company's reputation, performance and shareholder value. Ensure a leadership culture that upholds a high standard of ethics and complies with good governance practices.



Board conductor

Establishes the board composition with the right skills and experiences which are fit for the future. Sets the board agenda and facilitates effective board conversations by harnessing the talents and energy contributed by each of the individual directors.