

EISNER AMPER

Center for Family Business Excellence

ADVISORY BOARD MEMBERSHIP MATRIX

To help you select the right members for your Advisory Board it can be helpful to create a matrix of potential candidates.

Begin by thinking about what expertise will be most helpful to the business. Your criteria might be based on your most recent strategic plan or in response to particular issues the business is facing. With those criteria you can then think about people that might have one or more of those qualities or abilities.

Use the matrix to compare candidates to the skills and abilities you'll need from the people you invite to the Board.

_____ Company Advisory Board Search Criteria

Name	Know Personally?*	Entrepreneurial Experience?	Marketing Experience	Financial Experience?	"Our" Industry Experience	Other Significant Experience	Total
John Smith				✓			1
John Doe	✓	✓	✓				3
Joe Blow	✓	✓			✓		3
Jane Doe	✓	✓			✓		3
Betty Boop		✓			✓		2
Charlie Chaplin	✓				✓		2
Sam Smith	✓	✓			✓		3
	✓			✓			2
	✓						1
	✓	✓		✓			3
	✓	✓	✓				3
							0
		✓	✓				2

* In some instances, knowing an individual personally might be helpful because they could have a deeper understanding of the business. In other instances, it might detract from their ability to effectively serve. Carefully consider the level of personal relationships when you form the Advisory Board.