

HOW CENTER STAGE IMPROVES BOARD AND INVESTOR MEETINGS



Corporate governance is difficult under the best of circumstances. Decisions made in this environment have long-term consequences for people and companies alike. Often parties have competing agendas which must be aligned. Center Stage helps stakeholders structure meetings effectively to present the most relevant facts, to minimize confusion and conflict. These shrewd approaches, along with tapping into emotional intelligence, can make the difference for management in terms of steering influence one way or another.

EXAMPLE

When things are going well in a company, meetings are relatively easy. But when investors or boards are angry, handling the situation can be highly stressful. The Center Stage process helps management prepare to navigate the most difficult of meetings effectively. One organization turned a contentious meeting around, thanks to the preparation from Center Stage.

CENTER STAGE TIP

As much as everyone wants to believe that the “facts” rule, we all know this only is partially true. The story you tell around the facts colors how attendees perceive the facts. As a speaker, you want to make sure the context of your comments is well aligned with the outcomes you desire. In the midst of competing agendas during a meeting, this is a tricky task to master. This is as true in a board/investor meeting as it is elsewhere.