



# It's lonely out there building a business, you should get some help and support, by hiring a Non-Exec or Chairman

Non-Executive Directors are there to **help support you** and your business, with **strategic thinking** about how to grow, how to develop new customers, how to be bigger and better .

**Their experience** from having run businesses before should add to your overall confidence and knowledge.

They do not help you run your business day to day. They are there to be a sounding board to ask questions, to **support you** in decision making.

Their wisdom and experience will help you avoid mistakes and pitfalls but they will also suggest how to make best use of existing resources.

They can stand back and take the helicopter view as they are not involved in every detail.

# They will ask the difficult questions!

They can support you in fundraising, speaking to investors – a person of stature that others will listen to. **An independent voice.**

They bring gravitas and give a sense of a ‘grown up business’.

They bring their own **network of contacts**, can introduce business, provide expertise.

The ability to know the right person or business that can **help** you can be invaluable.

They can chair Board committees, sit on your Board, chair the Board.

Investors love a Non-Exec Chairman who has a **good pedigree**, has done things, can be looked up on the internet, has a profile.

They have been there, seen it, done it – so they can tell you what not to do, as well as what is best to do.

**Avoiding mistakes** can be as important as making the right decision.

**Make this happen!**

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