



# External Advisory Council



**The critical essence of strategy is externally focused, based on multiple inputs about where to play and how to win.**

It happens to every leader and every organization; familiarity with markets, competitors, and existing strengths creates an unintended inside-out view of the business. **Good leaders develop an intentional cadence and structure to get consistent “outside-in” perspectives.**



*As markets and customer needs keep changing, we’re relying more and more on the counsel of our external advisors. Our confidence is higher than ever before and our ability to influence key people in our industry has paved a much smoother path forward for our business. Good Leadership’s process is turnkey and always delivers critical insights.*

**Steve Gordon**

Global Operations,  
Major International Pharma Company

***“You can’t have an effective organization without good leadership.”***  
*– Paul Batz, Founder & CEO, Good Leadership*

## External Advisory Council

For senior leaders managing professional and technical workforces who are:

1. Balancing the daily trade-offs between applying their technical skills “in the business” and their leadership obligations to work “on the business.”
2. Spending too much time putting out internal fires to get the time and space to think strategically.
3. Facing disruptive changes in the industry or the client base that will require unprecedented shifts in how we work.

**Good Leadership External Advisory Council** is a structured, efficient, and stimulating process to provide valuable outside-in perspectives to the business. The approach improves relationships with key advisors and deepens their commitment to seeing your organization thrive.

**Competitive forces and customer expectations always change. Winning organizations have their fingers on the pulse of the market with credible outside-in information. Most organizations:**

- Don't think big enough or far enough into the future to be either strategic or transformational.
- Use gut feel and the loudest voice in the room to decide on strategic and product development decisions.
- Haven't made the time to understand the political influencers whose perspectives and word of mouth can determine your success or failure.

**Good Leadership External Advisory Council includes:**

- Structured steering team approach to planning and design for how to engage and stimulate external advisors.
- Relationship matching, an intentional match-making strategy so each member of the Advisory Council has a dedicated contact inside the organization.
- Consistent combination of planning, organizing, interviewing, facilitation, and follow-up.

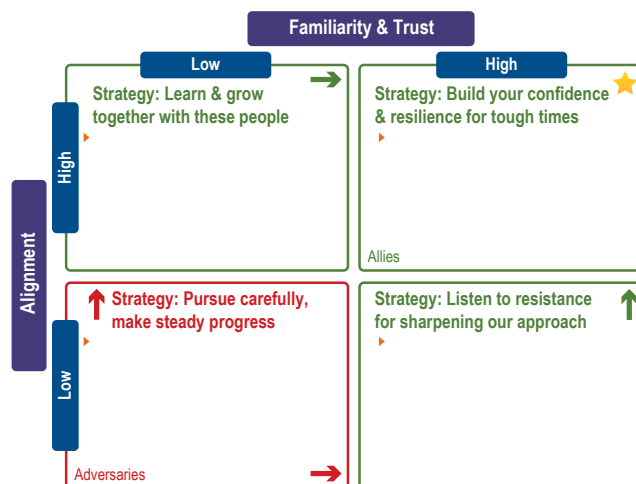
**The Good Leadership difference:**

Good Leadership coaches know the only way powerful people get along is by building something special together, with people they respect and admire. The structured approach to gaining critical outside-in perspectives improves strategic insights, enhances critical relationships, and forms new paths to industry influence.

**Benefits of External Advisory Council:**

- Structured approach to ensure executives are planning far enough ahead to ensure important outside-in discussions are a part of the organization's executive cadence.
- White glove treatment of advisory council members to ensure the psychological safety to speak their minds and build personal satisfaction with the council experience.
- Stronger external relationships for the executive team members and the advisory council members themselves.

### Influence Mapping Tool



Learn more about **External Advisory Council** today by contacting [info@goodleadership.com](mailto:info@goodleadership.com) to schedule a conversation.