

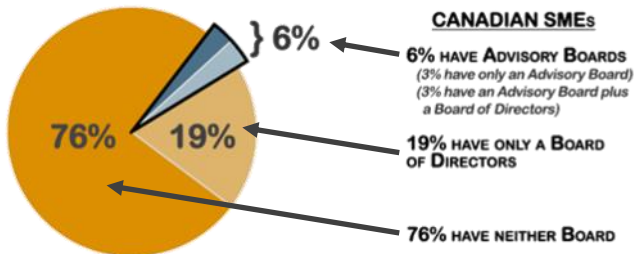
WEIGHING SOURCES OF BUSINESS ADVICE



*Why and how you should create
a qualified and quantifiable source
of experienced executive advice*

BUSINESS DEVELOPMENT BANK OF CANADA (BDC) SUMMARY OF RESEARCH INTO ADVISORY BOARDS

- First ever Canadian study of SMEs, conducted in the Fall of 2014.
- Surveyed firms were selected from BDCs database of 28,000 clients.



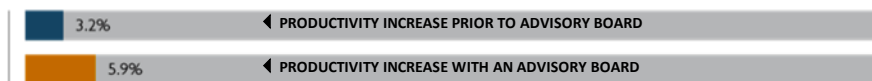
- 1,047 firms with Advisory Boards were then compared to a similar control group without Advisory Boards.

The study compared both sales and productivity for the three years preceding an Advisory Board, against the first three years with one.

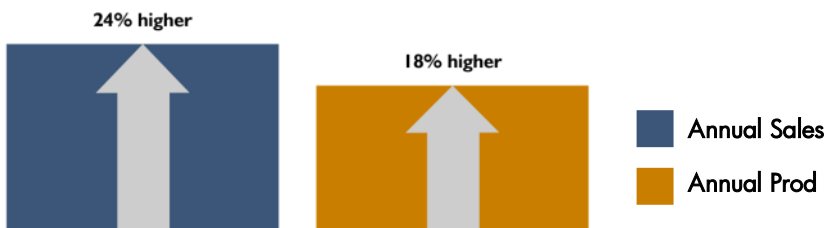
- Average sales figures in the same period tripled for those firms who chose to form an Advisory Board.



- Average annual productivity levels nearly doubled with those firms initiated an Advisory Board.



And when compared to firms without Advisory Boards, those with Boards outperformed competitors in both annual sales and productivity levels.



HIGHLIGHTS & CONCLUSIONS OF BDC STUDY OF SMEs AND THEIR USE OF ADVISORY BOARDS

The study describes how advisory boards work in these businesses and quantitatively demonstrates that SMEs that use them have superior growth and better financial results.

BDC CONCLUSIONS:

- **Advisory Boards are an “untapped resource for business.”**
- **While only a small proportion of SMEs have Advisory Boards, they “reap tangible benefits.”**
- **SMEs with Advisory Boards have found a real advantage. The “numbers speak for themselves.”**
- **Canadian SMEs with Advisory Boards perform better in terms of sales, productivity and profitability than those without them.**

BDC RECOMMENDATIONS:

- **“ The role, operation and benefits of this governance tool should be highly promoted to Canadian business leaders in order to help them better manage their company’s success.”**
- **“ Leaders in the study believe that the benefits brought by their Advisory Board more than compensated for the effort required to set them up and they would not hesitate to do so again.”**

CONTACT US

*WOULD YOU LIKE TO SEE THE ENTIRE
ADVISORY BOARD PRESENTATION?*

*WOULD YOU LIKE OUR HELP FORMING A QUALIFIED
AND FUNCTIONAL ADVISORY BOARD
FOR YOUR BUSINESS?*

**Give us a call or send us a quick e-mail including
any information or questions you may have.**



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