

PERSONAL BOARD OF DIRECTORS

The Personal Board of Directors is an idea Em and Karina first came across during their time at the Melbourne and Collingwood Football Clubs, thanks to Executive Coach and Facilitator, Andi Pert.

While not new or unique to In Good Company, it gave them a practical way to think about who they wanted in their corner as they took the leap into business ownership.

Think of yourself as the CEO. Your board should guide, excite, and challenge you through the highs and lows. And remember, it's not set-and-forget; as you and your business evolve, your board should too.

COMMON ROLES TO RECRUIT FOR

The Cheerleader

Your hype person. They see the best in you, remind you what you're capable of, and celebrate every win (big or small).

The Compass

Keeps you grounded in your values when things get noisy. The one who helps you stay true to why you started.

The Confidante

Your safe space to vent, debrief, or cry-laugh about that email you probably shouldn't have sent.

The Critic

Calls it like it is. Not to cut you down, but to keep you sharp. Every CEO needs one.

The Expert

The go-to when you need answers fast. They've been there, done that, and probably have a template for it.

The Aspiration

The person whose career, mindset, or balance you look up to. They show you what's possible.

The Sponsor

Talks you up in rooms you're not in. Champions your work, drops your name, and helps you level up.

The 'Good Person'

Gives you the kind of feedback that actually lands - honest, practical, and grounded in care.

LET'S BUILD YOURS

Use the space below to allocate the names and roles of the people who make up your board. Start with 4-6 people; quality over quantity. These are the people who empower you to be your best in the business of YOU. Think about who already plays these roles in your world and where you might need to fill a few seats.

Click [HERE](#) to find out how Em & Karina use this concept in Episode 4 of the In Good Company podcast.

Diagram illustrating the structure of a board of directors. The central figure is labeled **CEO** (That's you!). Surrounding the CEO are six other positions, each represented by a stylized person icon and two horizontal lines for text entry.