

## **Associate Professor Tui McKeown/**

### **Why I want to serve and I what can bring to the ICSB**

The wealth and diversity of people making up ICSB is an incredible strength that is being carried to new heights in 2018/2019. I believe this has provided an amazing opportunity where the base ICSB has created provides the right conditions that will see all four pillars of our members flourish and claim their rightful place in the 21st century. I would like to be part of delivering on this promise and see ICSB as not only well positioned but also having the potential to be well resourced enough to do this.

While I have a record of accomplishment demonstrating innovation and passion, the task as ICSB President seems to be one where teamwork is now the essential element required. A culture of participative and highly collegial collective decision-making is well under way with the initiatives set up by current ICSB President, GERALYN McClure Franklin.

This will mean a key contribution I would make, if elected as ICSB President, is to ensure that I always have the time to listen and hear what members are actually saying and doing. This is not a task that can be achieved by inspiring words, large events or through Board meetings alone. All these are very important but ensuring that we all see and work towards the big picture visions being developed will require commitment to making realistic assumptions, and connecting them to solutions which are owned by and is part of the everyday lives ICSB members. I see the ICSB Presidents' role as one that facilitates the work of the group and has a model of stewardship at the centre.

For me then, I see Board meetings as just the beginning of the work to be done - with an increasing share of the work being in ensuring we truly leverage the ICSB strengths. A key task I see here is the need to set an agenda, underlain by fully detailed briefing packages (one-page executive summaries, 2-3 alternatives, a presentation of less than 10 slides?), delivered at least five days before the meeting. The main and intense discussions occur at the committee level and these therefore become the vehicles for the provision of detailed analytical work and preparation of resolutions to the board. The most crucial input in this view clearly is the voice of our ICSB members.

In summary, I see the Presidents' role as one that represents the board and where keeping all directors informed about all new developments and insights ensures a flow of communication directly to and from members. In terms of existing governance, this sees the Boards' role as being the collective "boss" of the Executive Director – and the President's key task is to make sure the board provides the goals, resources, rules, and accountability that the Exec Director needs.

The Board's boss is the ICSB membership. It is this relationship that forms the President's' main focus and this means an explicit intent must be to ensure equal and fair treatment of all ICSB members, no matter how large or small the numbers. ICSB is not only the voice of but also the voice for small business around the world.