STARBUCK & Associates

STARBUCK ACADEMY · THRIVE · PROGRAMME BROCHURE

Board Development Hub

For boards, directors and NEDs

Practical video lessons and tools for everyone on a board, and for whole boards developing together, whether you sit on the board of a company, charity, school, housing association, health body or public service.

- 23 video lessons
- 5 routes for your role
- 9 whole-board tools
- 24 estimated learning hours

CPD accreditation in progress

£149

per person, per year, VAT included. Annual subscription.

academy.starbuckassociates.com
/courses/ned-support-tools/

ABOUT THE HUB

Better questions, better board decisions

Build confidence in your role, ask better questions and help your board make better decisions. Start with eight core lessons for everyone on a board, then follow the route that fits your role.

23	5	9	24
video lessons	routes for your role	whole-board tools	estimated learning hours

Who it is for

Individuals on boards, including executive directors, chairs, committee members, trustees and members of public service boards; non-executive directors preparing for or already in a role; and whole boards developing together.

What you will be able to do

01 Explain what a board is for, and what it is not, using the principle of eyes in, hands off

02 Understand your duties, your liability and how to handle conflicts of interest

03 Read board papers critically and ask better questions

04 Follow the golden thread from purpose and strategy to risk, finance and assurance

05 Help your board build a healthy culture of challenge and trust

06 Evaluate and develop your board year by year

THE PROGRAMME

Eight core lessons for everyone on a board

01 What a board is for
Eyes in, hands off, in companies, charities and public bodies.

02 Duties, liability and conflicts
What you owe, where liability arises and how to manage conflicts.

03 Reading board papers
Spot what is missing and turn preparation into better questions.

04 Strategy and the golden thread
From purpose to everyday board decisions.

05 Risk, controls and assurance
Risk appetite, internal controls and recent UK changes.

06 Finance for board members
Cash, budget, balance sheet, reserves and going concern.

07 Culture, stakeholders and ESG
How boards understand and shape culture.

08 Board dynamics
Challenge, trust, avoiding groupthink and clear decisions.

Five routes for your role

Alongside the core, choose the route of three lessons that fits your role. All routes stay open.

A Aspiring NED
Readiness, finding and winning your first role, due diligence and your first hundred days.

N Serving NED and committee member
Committees that work, holding the executive to account, governing in a crisis.

E Executive director on the board
Wearing two hats, presenting to the board, building trust with non-executives.

C Chair
Running effective meetings, evaluating the board, succession and the chair and CEO relationship.

T Trustees and public service boards
Charity Governance Code, the Nolan Principles and governing with limited resources.

WHAT YOU GET

Develop your whole board

Practical tools for the whole board to use together: a Whole-Board Effectiveness Survey, Board Skills and Experience Matrix, Annual Board Evaluation Toolkit, Board Development Plan, Board Away-Day Kit, Board Induction Pack, Charter and Terms of Reference templates, a Risk and Assurance Map and Board Finance Questions. You also keep the full NED toolkit.

Ways to work with us	What it includes	Price
Board Development Hub	**All 23 lessons, five routes, the whole-board tools, the NED toolkit and a certificate**	**£149 per person, per year**
Board licence	Hub access for every member of your board, with an optional facilitated away day	By quote
The Effective Board Member	Our live programme, with modules on 26 November, 3 December and 10 December 2026	Ask us
Six-week NED programme	A structured programme for aspiring and new non-executive directors	Ask us
Board evaluation and coaching	Independent board evaluation and one-to-one coaching for chairs and directors	By quote

Learning time and certificate

About 24 estimated learning hours for the full hub. Each lesson takes about an hour. Starting with the core and the route for your role takes about 11 hours. A final 10-question knowledge check leads to your certificate of completion.

Who designed it

Coaches and facilitators at Starbuck & Associates, led by Paul Starbuck, our Founder and CEO and an ICF Master Certified Coach (MCC), drawing on our work with boards and current UK governance codes.

ENROL TODAY

£149 per person, per year inc. VAT

Enrol online and start straight away. For a board licence, evaluation or coaching, email academy@starbuckassociates.com.

academy.starbuckassociates.com/courses/ned-support-tools/

ICF Level 1 and Level 2 Accredited Coaching Education Provider

Certified B Corporation

ISO 9001 and ISO/IEC 27001 certified

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