ADVISORY BOARD CENTRE

2023-2025

State of the Market

Understanding the depth and impact of the advisory board sector

Public Release 2nd June 2023

advisoryboardcentre.com

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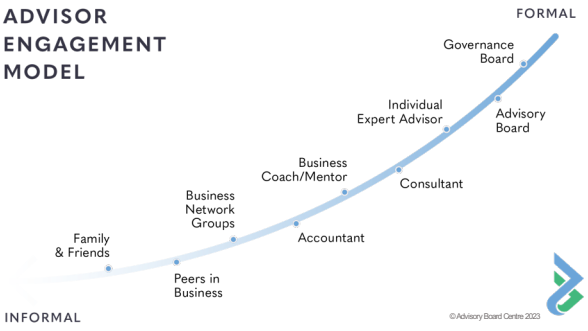
Advisor Landscape



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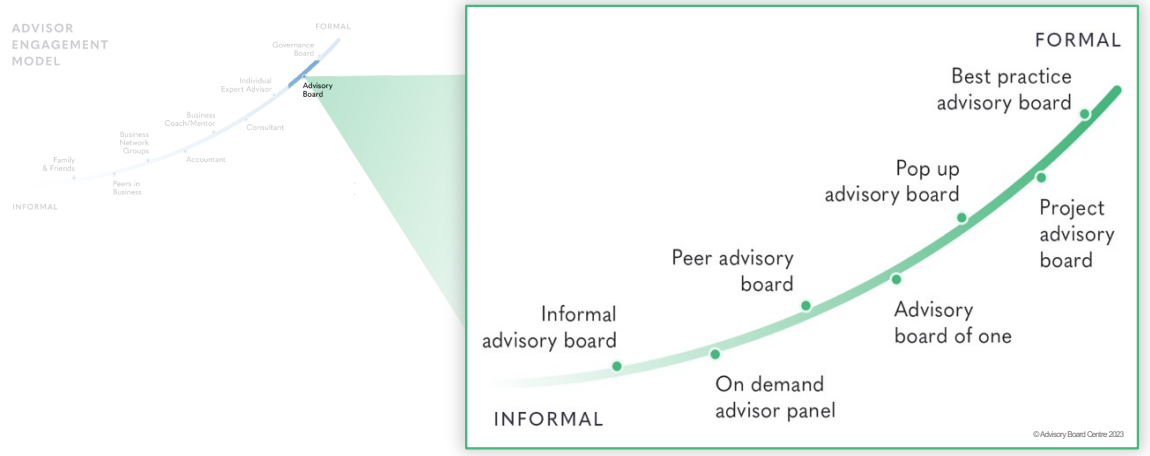
Fit for Purpose Advisory Boards



3

TREND 2

Business $1.5M - $100M

COMMON STRUCTURES

Two internal directors

Independent chair

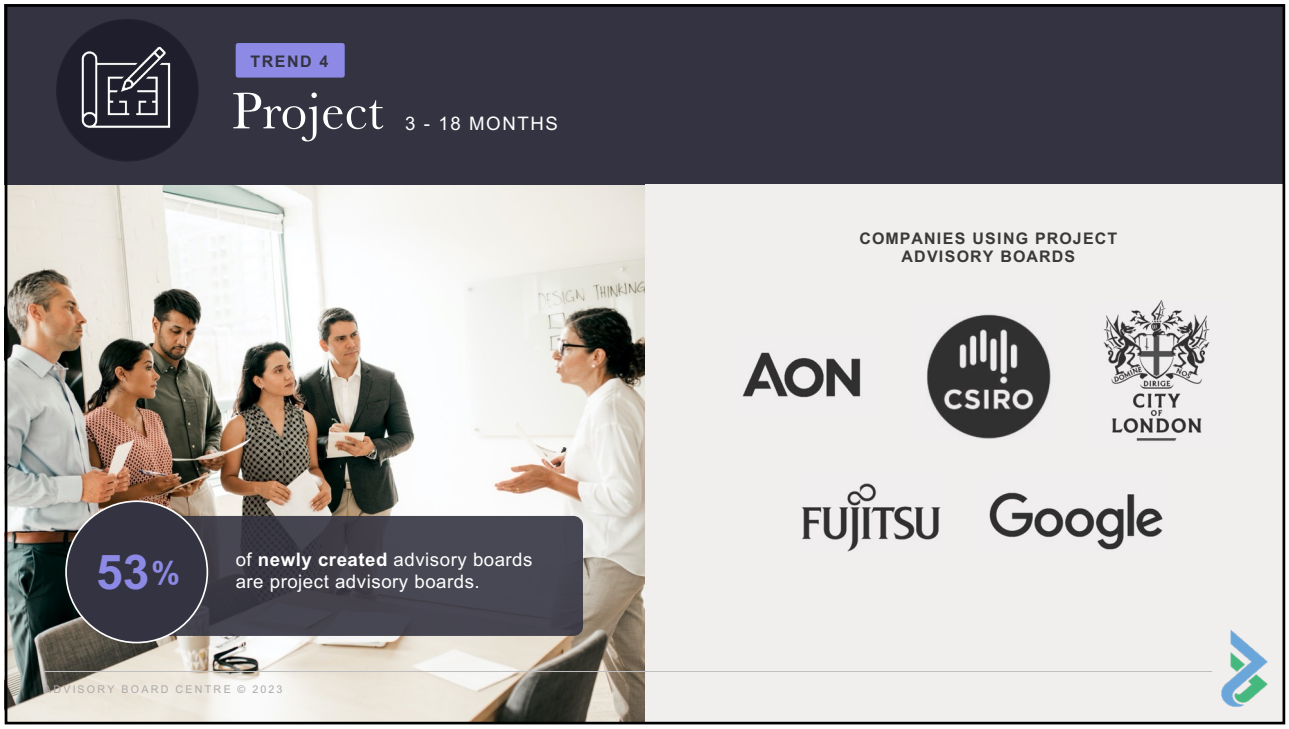
Two external advisors

$1.5m
Most common advisory board starting point

$20m
Average size of business with an advisory board

$40-70k
For paid roles, annual investment in monthly meetings with chair and quarterly with full board

4


TREND 4
Project 3 - 18 MONTHS
53%
of newly created advisory boards are project advisory boards.
COMPANIES USING PROJECT ADVISORY BOARDS
AON
CSIRO
CITY OF LONDON
FUJITSU
Google
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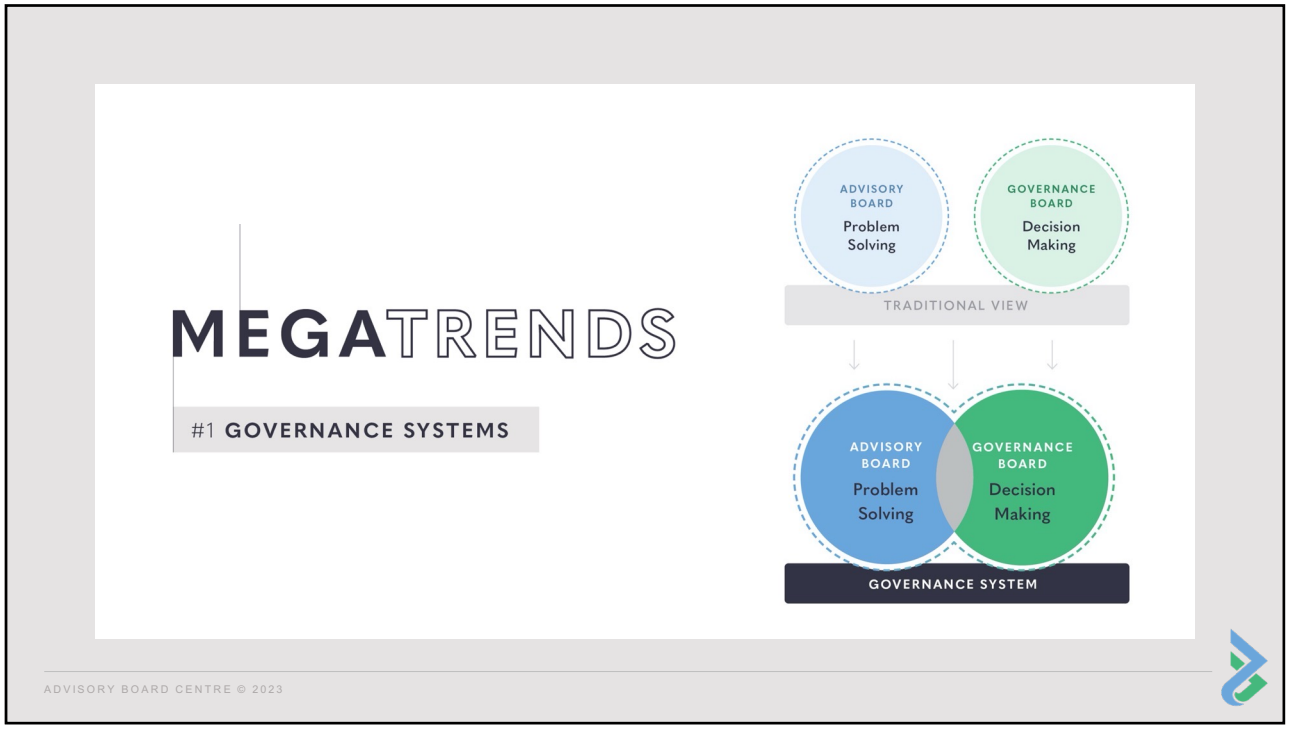
MEGATRENDS
#1 GOVERNANCE SYSTEMS
ADVISORY BOARD
Problem Solving
GOVERNANCE BOARD
Decision Making
TRADITIONAL VIEW
ADVISORY BOARD
Problem Solving
GOVERNANCE BOARD
Decision Making
GOVERNANCE SYSTEM
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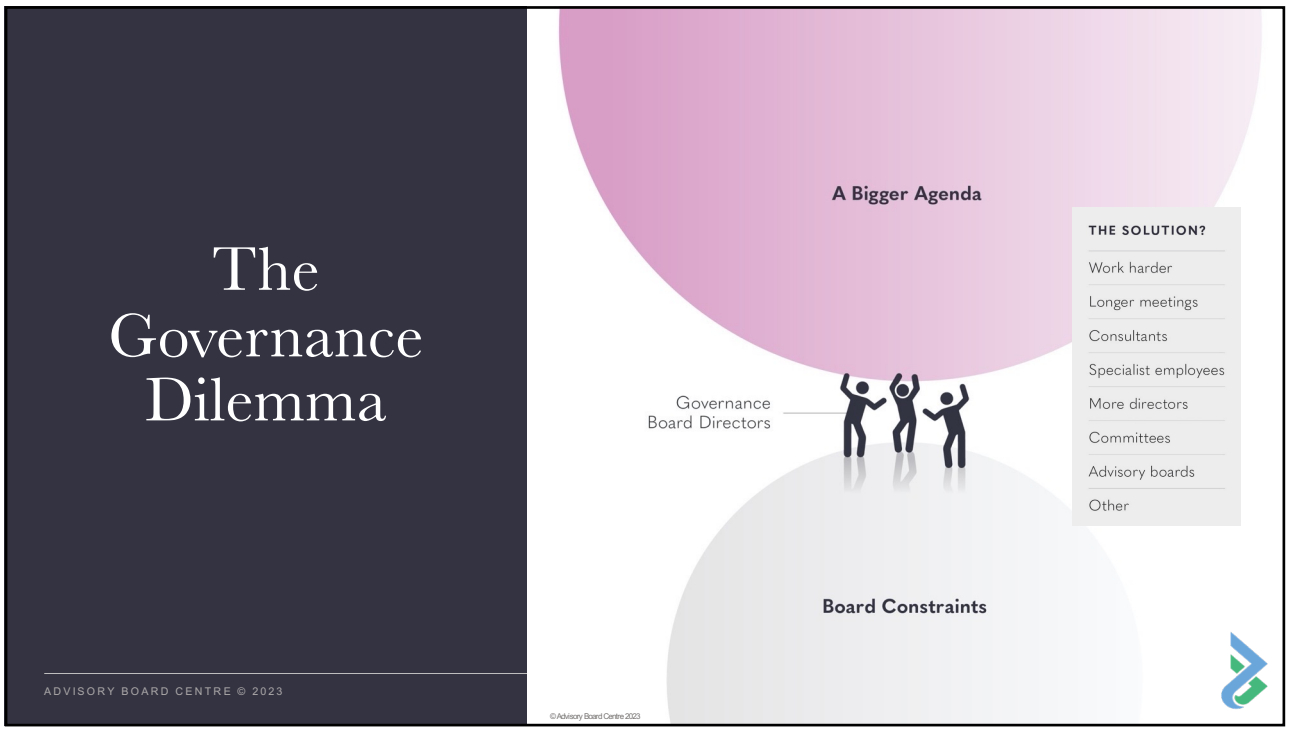
The Governance Dilemma
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A Bigger Agenda
Governance Board Directors
THE SOLUTION?
Work harder
Longer meetings
Consultants
Specialist employees
More directors
Committees
Advisory boards
Other
Board Constraints
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MEGATRENDS
#2 THE STAKEHOLDER ECONOMY
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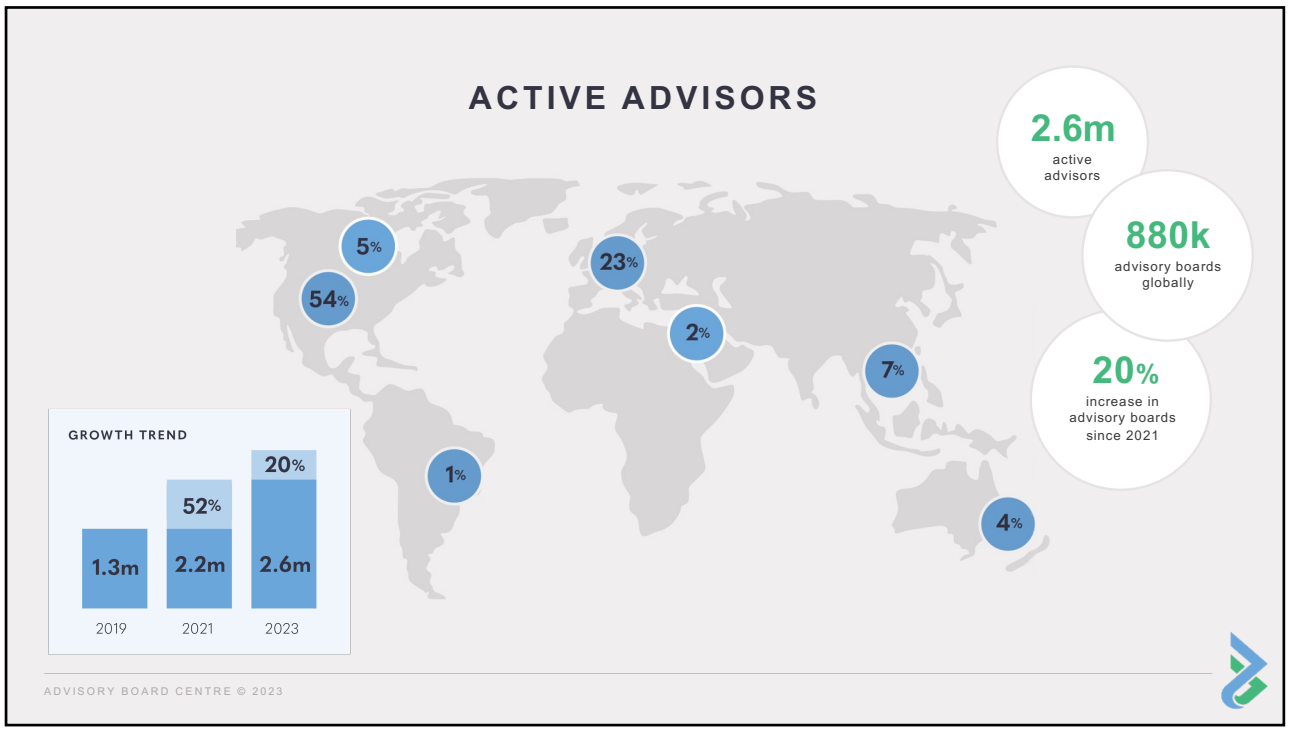
ACTIVE ADVISORS
2.6m
active advisors
880k
advisory boards globally
20%
increase in advisory boards since 2021
5%
54%
23%
2%
7%
1%
4%
GROWTH TREND
1.3m
2.2m
2.6m
52%
20%
2019
2021
2023
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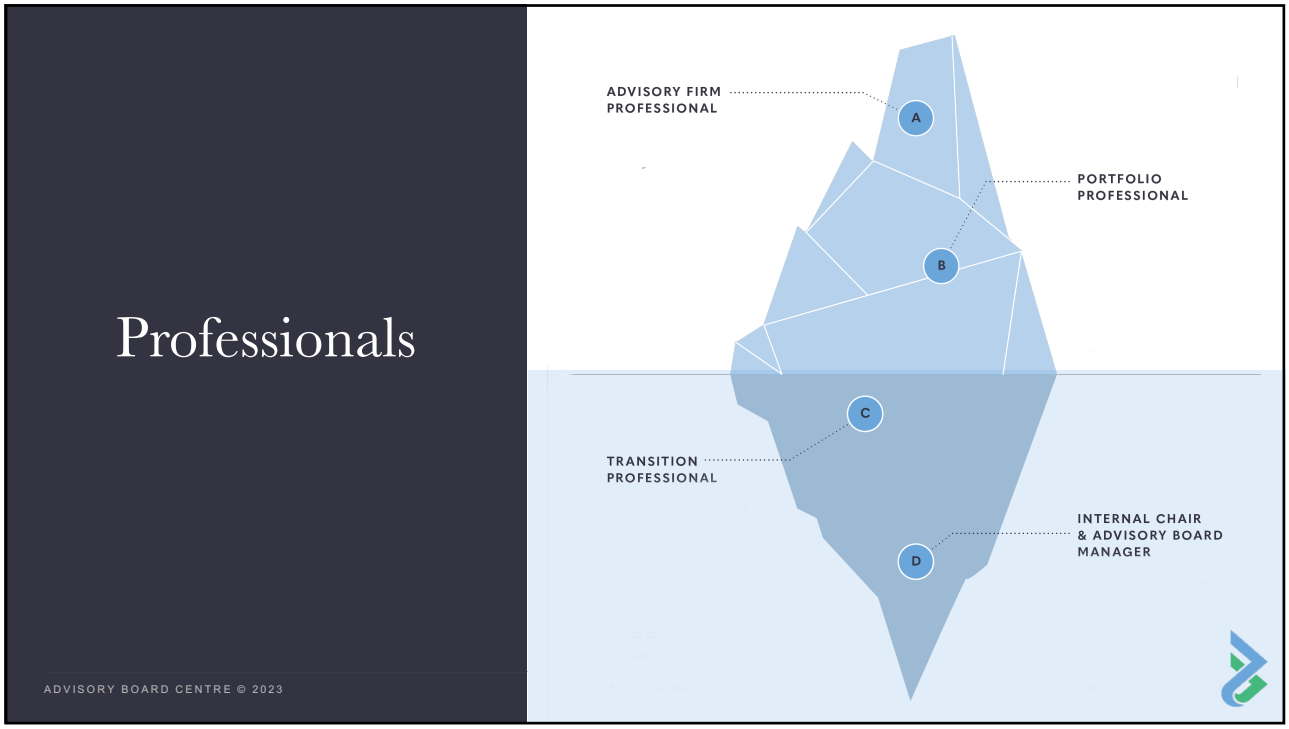
Professionals
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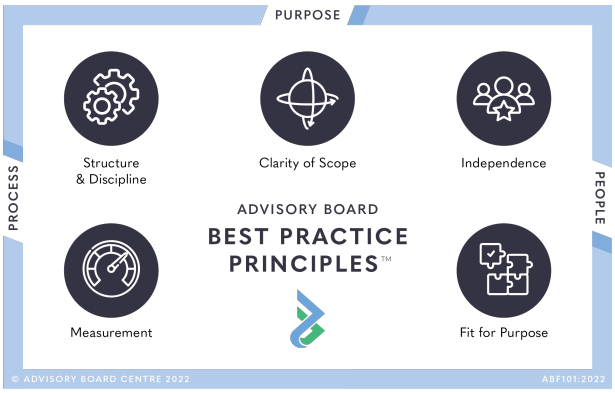
ADVISORY FIRM PROFESSIONAL
A
PORTFOLIO PROFESSIONAL
B
C
TRANSITION PROFESSIONAL
INTERNAL CHAIR & ADVISORY BOARD MANAGER
D

10

Best Practice & Ethics Matter



APPLICATION OF ETHICS

- Best practice & ethics advisory board
- Best practice frameworks
- Best practice assessments
- Independent market education
- Advisory board member curation
- Professional credentials
- Impact measurement

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