

Program Syllabus

Course Title	Determining your Board's Economic Value Added Criteria	
Description	Today, Boards are challenged to determine the Economic Value Added (EVA) their oversight provides to the organization and its shareholders. Dr. Andert will review the trends and various possible measurements related to EVA and provide a corporate governance framework that can serve as the foundation for the creation of your Board's own EVA criteria.	
Learning Objectives	<u>Upon completion of this course, directors will:</u> (1) Understand the concept of Economic Added Value (EVA) and its relationship to corporate governance. (2) Understand the current trends and measurements related to determining EVA. (3) Know how to select and link EVA criteria to board activity. (4) Author performance standards and create their own board's EVA measurements.	
Teaching Methods	This is a participatory program. Participant discussions, personal in-class work, and in-class exercises will expand course content.	
Required Materials	The All Powers Model AND the Communications Footprint Architecture By: Dr. Darlene Andert. CMC CFM Other course handouts	
Credit Hours	Upon request	
Meeting Information	Program Timeframe 1.5 Day Program	Day/Time Schedule Overview Day One: 8:30 to 4:00 PM Day Two: 8:30 to Noon

Instructor Information

Instructor	<p><i>Dr. Andert's doctoral research of corporate governance for Fortune 1000 Boards of Directors provided the first understanding of Human Resource Development (HRD) as a Board oversight mandate. Dr. Andert has extensive experience on various Boards and audit committees, her knowledge as an Arbitrator for the National Association of Securities Dealers (NASD), her skills as a Certified Financial Manager (CFM), a Certified Management Consultant (CMC); and experience as a Florida Supreme Certified Court Mediator provide solid working knowledge.</i></p> <p><i>Dr. Andert's education includes a BA from Alverno College with a dual major in Business Management and Professional Communications, a master's degree from Central Michigan University in Administration, and a doctoral degree from The George Washington University, Graduate School of Organizational and Human Development's Executive Leadership Program in Human Resource Development.</i></p> <p><i>Dr. Andert has authored books and numerous articles; designed and delivered certification programs; and provided over a decade of service to organizational development projects for national and local client organizations. She currently serves as the Director for the International Center for Responsible Corporate Governance at FGCU.</i></p>
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