
A-Board Project

Creating CG framework for Innovation and Growth

Eypór Ívar Jónsson



Akademias.





A-Board

A glowing blue and red DNA double helix structure against a dark background. The helix is composed of numerous small spheres connected by thin lines, creating a complex, three-dimensional lattice. The spheres are primarily blue, with some red and white ones interspersed. The overall effect is a futuristic, scientific visualization of genetic information.

A-Board as a Research Project

The A-Board Project

- A-Board was founded with the aim of using boards as a tool to help entrepreneurs take strategic decisions.
- The A-Board was started in 2006 as a quasi-experiment at CBS.
- The A-board has been part of the MBA Fulltime programme since 2007.
- More than 200 companies have participated in the A-Board.
- More than 600 MBAs at CBS have been directors of A-Boards.



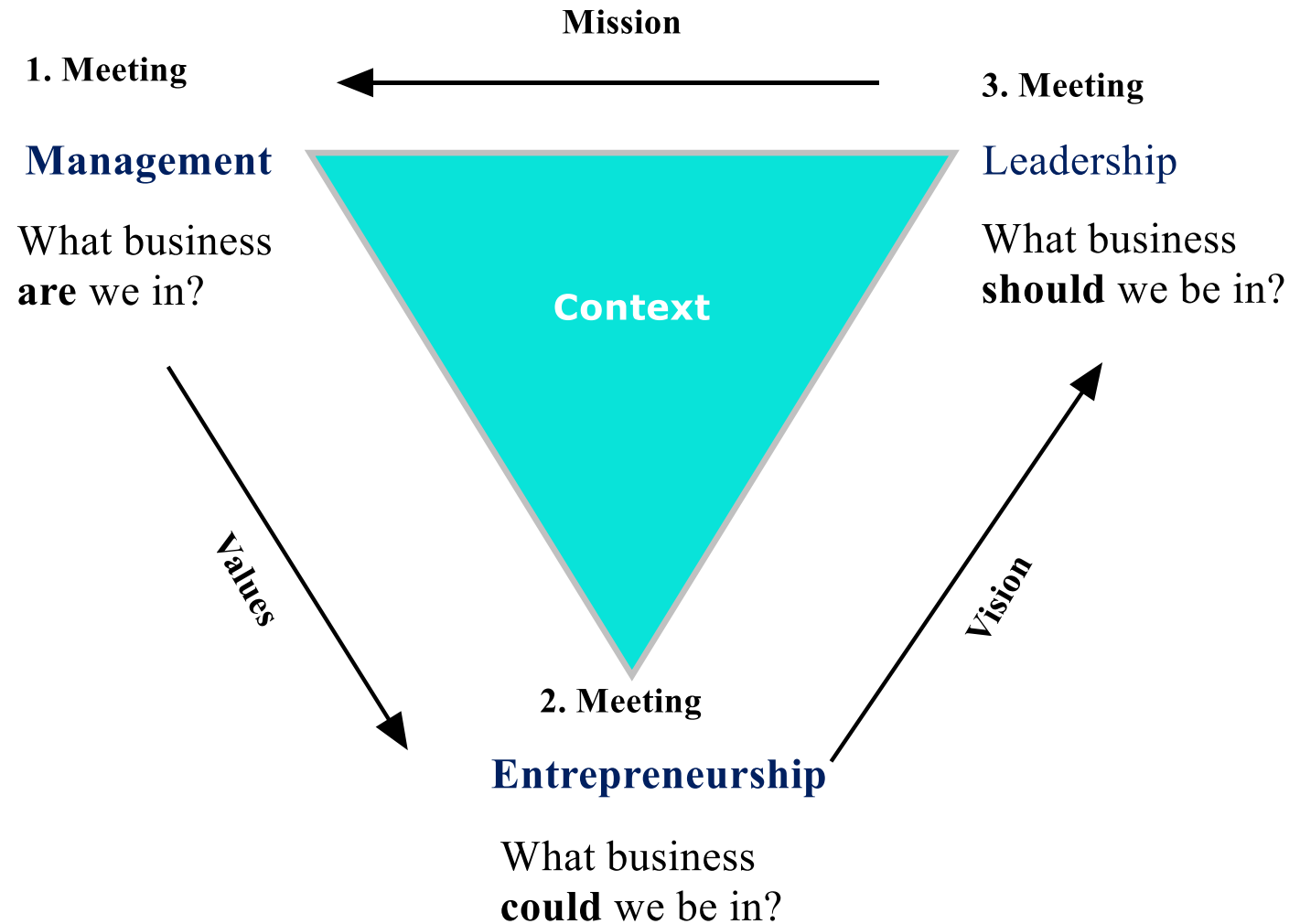
Research Approach

- Quasi-Experiment – Case Study Approach
- 200+ studies
- Lead researcher part of the project (Action Research)
- Preparation of Teams – Guidelines
- Observations – Notes from meeting
- Documentation: Presentations, Minutes, Report A: Recommendations, Report B: Reflections from individuals
- Retro meetings

A young girl with glasses and a white softball helmet with a red face mask is looking through a chain-link fence. A wooden softball bat is visible behind her. The scene is outdoors, likely at a softball field.

A-Board Project Focus

A-Board Approach



1. What Business are we in?

Input: Analysis of industry, company, competitors, regulations, technology and trends

Process: Creating trust and commitment, asking questions, defining the focus of the board

Style: Interview, coaching

Output: Understanding of the entrepreneurial mindset, the business model, the status of the company, the triangulation of the venture, industry and the competition, and what the focus of the A-Board should be and expected deliverables.

2. What Business Could we be in?

Input: Trends and changes in the industry, alternative business models and directions of the company, preliminary analysis of focus area

Process: Presenting ideas and suggestions, dialogue, framing the potential recommendation

Style: Co-creation, brainstorming, mentoring and teaching

Output: New perspective on the business model and the focus of the A-Board, agreement about deliverables for the last meeting.

3. What Business Should we be in?

Input: Presentation of the analysis and the recommendations for the company.

Process: Presentation, feedback and dialogue, defining actions for the future

Style: Presentation, getting a buy-in and consulting

Output: Presentation with deliverables and actions for the company to move forward.
Value created for the company.

A group of young girls in blue baseball uniforms are cheering with their arms raised. The uniforms feature the name 'Wadlake' in red cursive lettering. The girls are wearing blue caps and are positioned in front of a chain-link fence. The scene is captured in a close-up, slightly blurred style, emphasizing the excitement and energy of the team.

Team Building

A young woman with glasses and a black cap is smiling while working on a circuit board in a workshop. She is using a soldering iron and a multimeter. The background is a blurred workshop with various tools and equipment.

A-Board as a PM

Levels of PM

- A-Board meetings = 600
 - Exploration meetings = 200
 - Co-Creation meetings = 200
 - Recommendations meetings = 200
- A-Board Cases = 200
- A-Board Project 1996 - 2022

A-Board meetings

- Preparation: Design with Flexibility
- Plan: Strategy and Structure
- Process: Agile with a clear conclusion
- Output: Clear Goal and Milestone
- Learnings: Preparation and understanding, the ability to respond to changes
- Key success factors: Trust building, focus on end results

A-Board Cases

- Preparation: Focus on value creation
- Plan: Structure the whole process and plan for learning
- Process: Consistent and ongoing, keep the eye on the ball
- Output: Value creation for the company and learning for the team
- Learnings: Trust is the basis, continuously framing and reframing, thinking and rethinking, creating and recreating is essence.
- Key success factors: Trust building, Retro, understanding value creation and translating it into actions

A-Board Project

- Preparation: Selling the concept to participants and stakeholders, preparing guidelines and commitment
- Plan: Clear framework but flexibility within framework
- Process: Keeping it simple and interesting
- Output: New framework for using CG for innovation and growth
- Learnings: No meeting is the same, no case is the same but the fundamentals are the same.
- Key success factors: Learning, value creation, system thinking and exploration

Advisory



Learning disciplines





A-Board

A-Board Project

Creating CG framework for Innovation and Growth

Eypór Ívar Jónsson



Akademias.

