



Restructuring for improved
governance and sustainability.

Challenge

The medium of publishing is changing rapidly and with it, The Answer Series needed to consider what changes were appropriate for the business, particularly in the context of the business founders and leaders not being completely up-to-speed with the digital era. On top of that, they were seeking guidance and education in terms of governance, asking, "How do we ensure that the right governance is in place for our business to make sure the succession to a second generation is much more likely to be successful?"



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Solution

The Answer Series leadership team participated in Sirdar's board-readiness diagnostic to ascertain whether they were at the right point on their journey to form a board of directors to take the business to the next level. They also explored the structure of leadership positions to get the most out of everyone's roles.

They furthermore participated in Sirdar's Applied Directorship Programme and had Sirdar Appoint find the ideal candidates for their board vacancies.

Client Profile

The Answer Series is a family-owned educational publishing business that empowers high school learners with their comprehensive, easy-to-use study guides that are written and frequently updated by teachers, examiners and subject specialists.

Value

Structuring leadership roles within **The Answer Series** and understanding requirements of directors led to decreased leadership ambiguity and increased clarity among the leadership team.

CEO George Eadie commented, **"It has helped to have an objective reference point outside of any one person, meaning that we could collectively adjudicate what is of value, or not, as opposed to airing our individual opinions. The impact of having done the Sirdar board-readiness diagnostic is that it has achieved our main objectives, which was to fill in the unknowns regarding good governance and to have a valuable introduction into the scope of what good governance looks like. The outcome was that we ended up getting an outsourced CFO to comment on our financials, which was of great value. Four things happened after that: We appointed a CFO, we did director training, we had the information necessary to get clear on there being a single CEO as opposed to having co-CEOs and then the fourth thing was to actually convene the board and to appoint a non-executive chairman and an independent non-executive."**



If you want to have a board... you have to do it quickly... You have to use Sirdar. Sirdar made a high-stakes, intimidating process easy: they produced a short list of candidates quickly, the shortlist had us spoilt for choice, and a year later, we couldn't be happier. And, one of them is our chairman. "

George Eadie, CEO



To find out more about Sirdar, visit our website

sirdargroup.com