



PRODUCT INFORMATION PROSPECTUS

From governance compliance to high-performance leadership.

A practical guide for nonprofit Chairs, CEOs and Board members.

THE MAP JOURNEY

Measure. Assess. Progress. Reassess.

BoardMAP helps boards understand how governance is working in practice, focus the conversations that matter and turn insight into visible action.

MEASURE

Bring together confidential perspectives.

ASSESS

See aggregate strengths, risks and gaps.

PROGRESS

Agree priorities, owners and dates.

REASSESS

Reflect on progress over time.

A stronger Board starts with a clearer conversation.

BoardMAP is a governance-intelligence workspace for nonprofit, charity and purpose-led boards. It helps the people responsible for governance move from broad reflection to practical action.

COMMON REALITIES

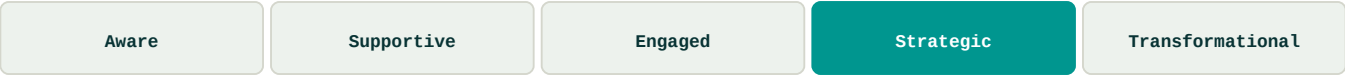
Compliance can crowd the agenda. Strategic discussion can be too brief. Board–CEO boundaries, participation, capability and succession needs can remain unclear—or difficult to raise.

BoardMAP makes space for a constructive shared reflection on what is already working and where attention may be useful next.

DESIGNED TO SUPPORT

- New and experienced Board members
- Board Chairs and Directors
- CEOs and governance leaders

THE MAP JOURNEY



Build on current strengths, increase confidence and contribution, and turn insight into a small number of practical, mission-focused actions. The process remains developmental, confidential and non-judgemental.

A complete view of current capability—and a pathway to act.

BoardMAP is designed to make the next conversation easier to prepare for, easier to hold and easier to follow through.

01

Confidential multi-rater Board Health Check

Invite the Chair, directors and CEO to contribute their own perspective.

02

Ten-domain maturity dashboard

Explore the governance dimensions that influence board performance.

03

Perception gaps

See aggregate differences in perspective worth discussing together.

04

Prioritised 12-month roadmap

Focus attention on immediate, development and longer-term priorities.

05

Action tracker

Record agreed actions, owners, dates, status and next review.

06

Skills & capability analysis

Support current capability, recruitment and succession conversations.

07

Downloadable Board Health Report

Prepare a clear board-level summary for a meeting or board pack.

08

AI Strategy & Governance module

Structure a role-based conversation across AI strategy, data, risk and implementation.

BoardMAP does not replace a board's own judgement or specialist advice. It helps make the right governance conversations more visible and actionable.

Ten connected domains. One governance conversation.

The Board Health Check brings together the areas that help a board contribute to mission impact, resilience and institutional strength.

- 01

Mission & Impact
- 02

Strategy & Future Focus
- 03

Board–CEO Partnership
- 04

Board Culture & Psychological Safety
- 05

Board Composition & Capability
- 06

Fundraising, Advocacy & External Leadership
- 07

Oversight, Risk & Financial Governance
- 08

Accountability & Board Discipline
- 09

Learning, Renewal & Succession
- 10

Ambassadorship, Ecosystem & Legacy

FIVE-STAGE MATURITY JOURNEY

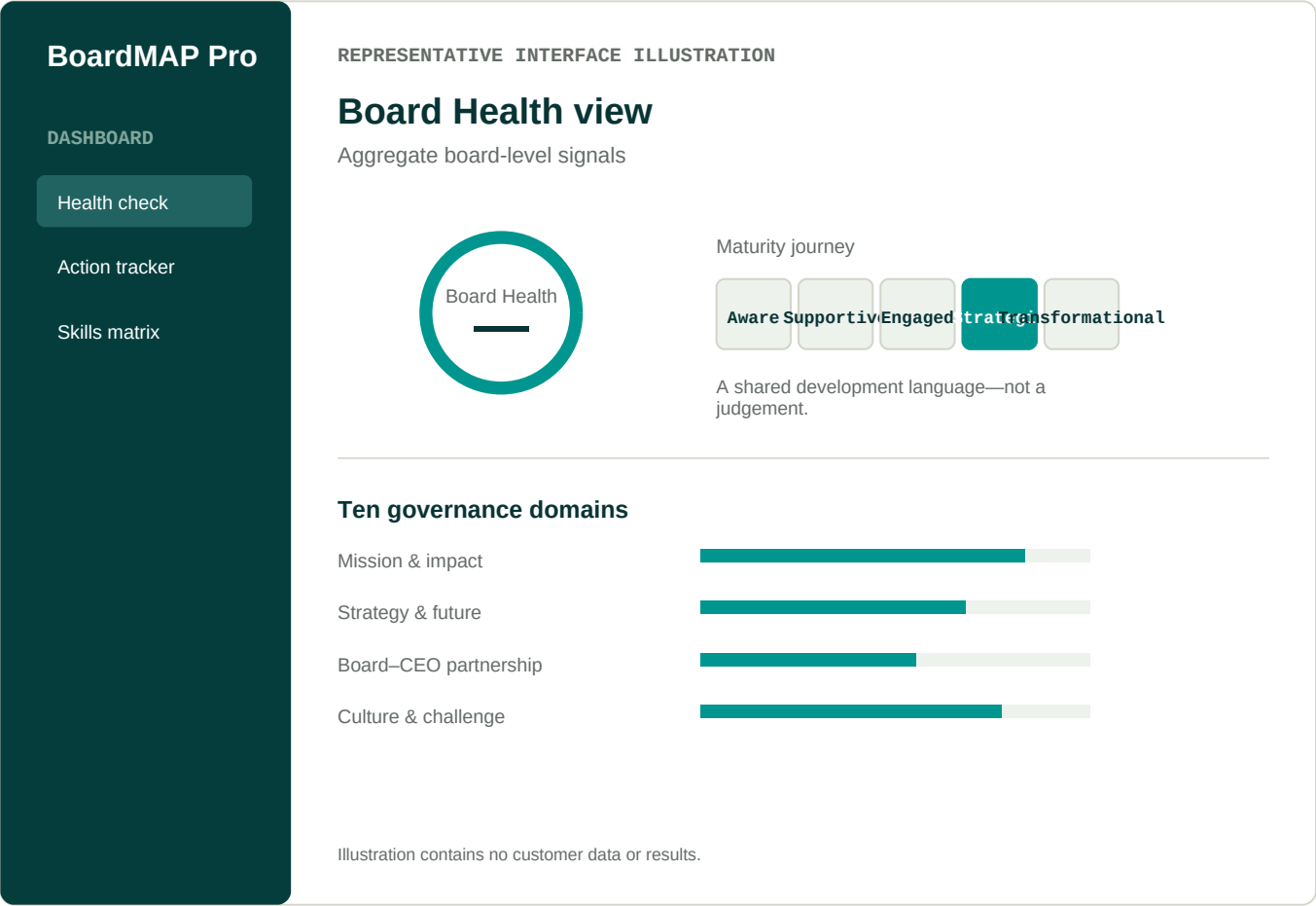
- Aware
- Supportive
- Engaged
- Strategic
- Transformational

The maturity stages offer a shared language for development: Aware !' Supportive !' Engaged !' Strategic !' Transformational. They help a board discuss its current journey without reducing the conversation to compliance alone.

A Board Health view supports reflection; it is not a legal compliance determination or a judgement of an individual director.

See the board-level signals in one clear view.

The dashboard helps the Board, Chair and CEO focus on what is worth discussing next. The illustration below is representative of the implemented product interface; it does not show a real organisation or customer result.



Turn differences in perspective into a better discussion.

A strong board does not need identical viewpoints. BoardMAP helps the group see when aggregate perspectives differ and then capture the practical action it agrees.

REPRESENTATIVE INTERFACE ILLUSTRATION

Perception-gap conversation

Compare aggregate group perspectives to identify a useful board discussion.

Chair

Directors

A difference does not determine who is right. It tells the group where to listen.

REPRESENTATIVE INTERFACE ILLUSTRATION

Action tracker

Action	Owner	Priority	Due date	Status
Agree the next governance priority	Assigned	Focus	Set by board	In progress
Review evidence at the next Board meeting	Assigned	Review	Set by board	Planned
Revisit action ownership and date	Assigned	Focus	Set by board	Planned

Illustration contains no customer action records.

Prepare for the future—not only the next meeting.

Capability conversations work best when they are practical, board-level and connected to the organisation’s changing needs.

REPRESENTATIVE INTERFACE ILLUSTRATION

Skills & capability view

Capability	Current	Future	Priority
Governance			Review
Finance & risk			Review
Fundraising			Review
Digital & AI			Discuss
Community insight			Discuss

Use a board-level view to support succession and recruitment conversations.

REPRESENTATIVE INTERFACE ILLUSTRATION

AI Strategy & Governance

A structured, role-based discussion across the areas a board and leadership team may need to consider.

Strategy

Risk

Workforce

Implementation

Data

Governance

Vendors

Monitoring

The AI Strategy & Governance module is a structured conversation aid. Use it alongside your organisation’s context, policies, people and any appropriate professional advice.

BOARDMAP PRO / GOVERNANCE INTELLIGENCE PLATFORM

7 / 10

A practical sequence for Boards.

The strongest first step is to agree the purpose of the process and keep the first action plan focused.

1 Choose a Chair or administrator

Select the person who will create the workspace and coordinate the process.

2 Create the organisation workspace

Add the core board context so the group has one place to work.

3 Invite the right contributors

Invite the Chair, directors and CEO; agree whether other executive views are useful.

4 Complete confidential assessments

Each participant completes their own assessment independently. Individual responses are confidential.

5 Review aggregate findings

Use the shared report to identify board-level themes, strengths, risks and perception gaps.

6 Agree the 90-day priorities

Choose the few actions most worth making now—rather than creating a long list.

7 Assign actions and review them

Set owners, dates and measures. Keep progress visible in Board or committee discussions.

8 Reassess

Return to the full assessment or shorter check-ins over time to reflect and reset priorities.

Confidential assessment data stays separate from the board's shared governance actions. The goal is collective learning and meaningful follow-through.

Clear answers for Chairs, CEOs and Directors.

BoardMAP is designed to make the process straightforward and respectful. These answers describe how to approach the tool responsibly.

Are individual responses confidential?

Yes. Individual assessment responses are confidential. Shared reporting focuses on aggregate findings and board-level patterns.

Who should respond?

The usual contributors are the Chair, directors and CEO. A board can decide whether selected executives should also contribute.

How long does it take?

The full Board Health Check is designed to take approximately 15–20 minutes per participant.

How do perception gaps work?

They compare aggregate responses by participant group where appropriate. A gap signals an area to discuss; it does not assign fault or decide who is right.

How are Board Health and maturity presented?

BoardMAP brings together an overall view and domain-level views. The five maturity stages provide a shared development language.

Is BoardMAP legal advice?

No. BoardMAP is a governance-development tool. It is not legal, financial or specialist professional advice.

How does action tracking work?

Record the action, owner, priority, due date, status, evidence and next review to keep agreed work visible.

Can a Board repeat assessments?

Yes. Repeat the full assessment or use shorter check-ins over time to reflect on progress and the next priorities.

How should we use the AI module?

Use it to structure a conversation about AI strategy, data, risk, governance, workforce, vendors, implementation and monitoring.



YOUR NEXT STEP

Start with a signal. Build a stronger board over time.

Board Pulse is a useful first check-in. Explore BoardMAP Pro when your board is ready for a fuller assessment, roadmap and ongoing action visibility.

START HERE

Board Pulse

An initial governance signal for your Board.

WHEN YOU ARE READY

BoardMAP Pro

A fuller assessment, roadmap and governance action workspace.

Build the confidence, capability and ambition to lead greater mission impact.

boardmap.madethis.app

This prospectus is for general product information. BoardMAP is not legal, financial or specialist professional advice.