A close-up photograph of a hand holding a light blue ceramic mug with dark green speckles and a dark brown rim. The hand is positioned on the left side of the frame, with fingers wrapped around the handle and the body of the mug. A dark blue circular graphic is overlaid on the right side of the image, containing white text.

Make
advisors your
“cup of tea”
and grow faster

[prö-nö]

Content

- How can you set up an advisory board?
- How can you grow faster with advisors?
- **Create your own Advisory Plan**



Pasi Laine
Co-founder &
Impact leader



[prö-nö]

Does your
company have an
Advisory Plan?

Let's create one,
by answering
these
3 questions:

Who?

For
what?

How?

[prö-nö]

[prö-nö]

Benefits of working with advisors

- Adding a competent external perspective
- Less legally binding than a board of directors
- Credibility for your company
- Scaling networks
- Learning by collaboration
- (Faster) and easier decision making
- Better informed decisions
- **Faster growth for your company**

[prö-nö]

For
what?



What does an advisor *not* do?

- **Operational work (content creation, strategy materials, videos etc.)**
- Lead meetings (that's on you)
- Be available 24/7 (varies)
- Decision making on behalf of the management (but can give their opinion if asked)
- Take responsibility for results (that's definitely on you)
- May or may not commit for the long run with contracts, but might be there for you until the end – it is a mutual trust-based relationship

Who?

Board of Directors vs. Advisory Board

How?

BOARD OF DIRECTORS

A board of directors is a facet of a company that is bound to the LLC Act, whose **members are also responsible** for the activities of a company.

ADVISORY BOARD

An advisory board is **not a judicial entity**, and its subject areas are wider.

ADVISORY SERVICE

You can work with advisors in an **unlimited number of ways**, **without** an official “board”.

[prö - nö]

What's an Advisory board?

A group of professionals that help a company take the next steps towards growth.

Flexible - The board can meet as often as needed, and it can be temporary.

Needs-based - Every company's advisory board is reflective of their needs.

Tailored - Fit for finding specific as well as strategic skill sets.

The advisory board can consist of different people with various specific skills:

#leadership #funding #finances #Internationalization #marketing #sales

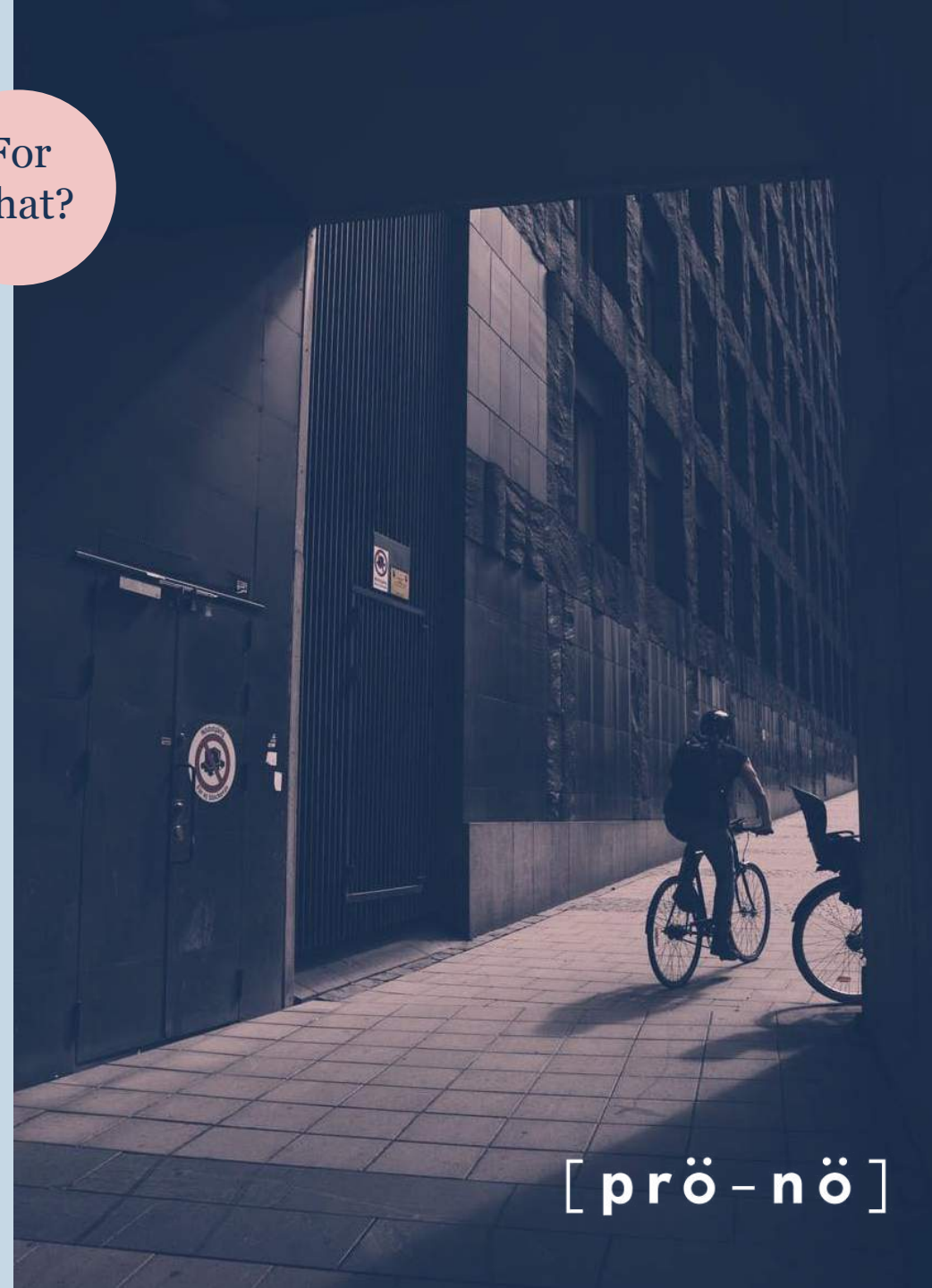
#communications #HR #responsibility #sustainability #andmanymore

For many
purposes?

or

For one
purpose?

For
what?



[prö-nö]

There's no one-size-fits-all advisory board. Select what works for you.

Management
Advisory Board

Customer
Advisory
Board

Future
Advisory
Board

Young Talent
Advisory
Board

Technical
Advisory
Board

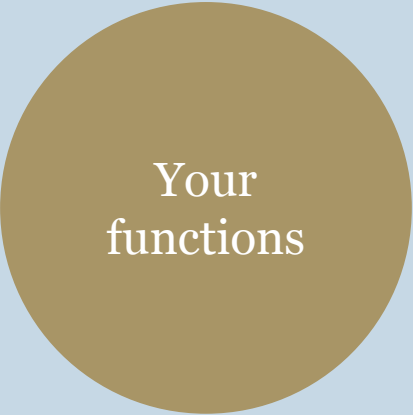
For
what?

All
other

possib
le

setups
...

Prönö Advisory Framework



What should you consider when you're forming an Advisory Board?

Start here:
What do you want to
achieve (or fix)?

- **What is your mission and your next milestone?**
- What kind of expertise do you need to get there?
- Do you need an advisory board or advisors?
- Do you already know who you need and are they available?
- Do you have money to pay for their advice?

Ask for help if needed.

How?

[prö - nö]

How?

Read more at
prono.fi/blog

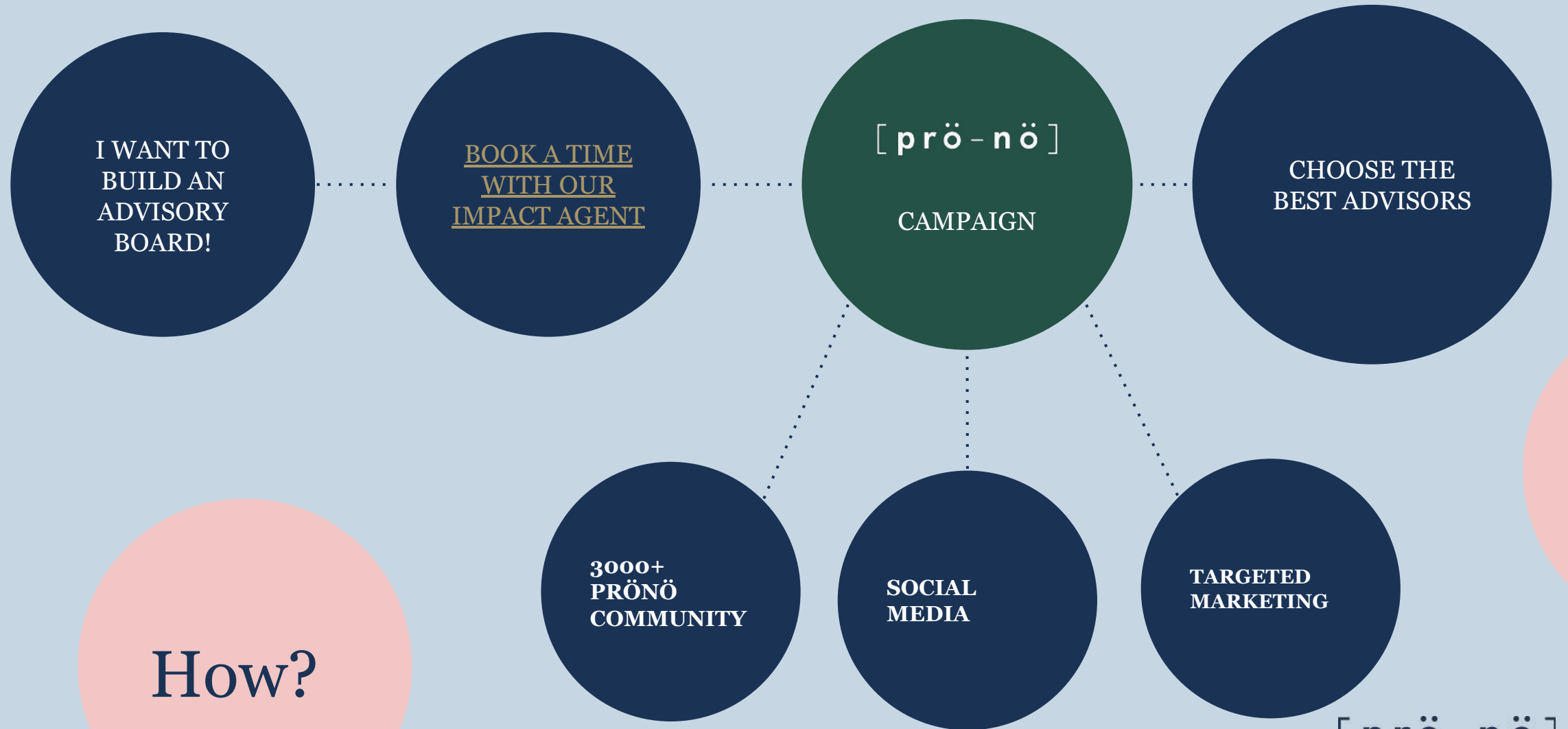
Melissa //
Kukaco



“I had just one word: WOW.”

“That’s how I felt when I saw that there were **almost 60 high-level professionals** interested in joining our advisory board.”

Advisory Board Search Campaign



How?

[prö - nö]

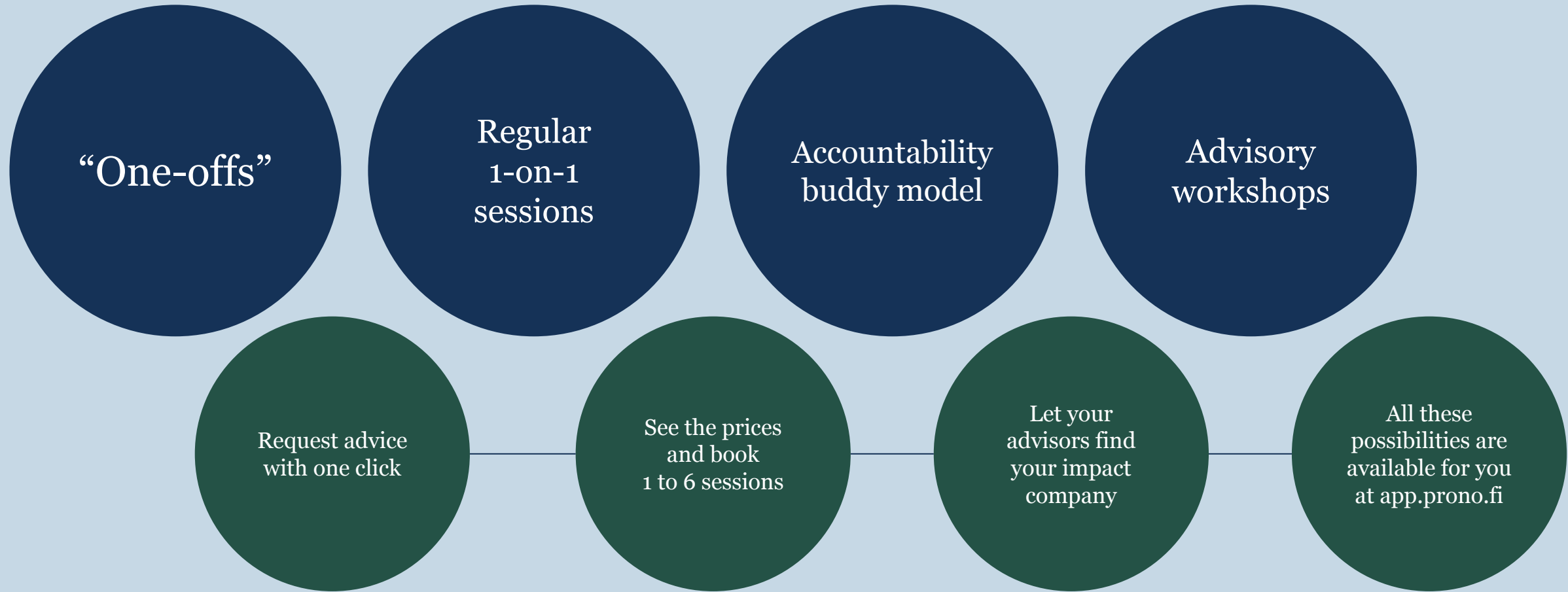
“Should I pay
for advisory
services?”



It
depends on
1. your goals
2. is someone
ready to do it for
free

[prö - nö]

Other ways to use advisors



Prönö Advisory Workshops

One
Impact
company &
6 advisors

One hour

One
agenda

A LOT of
new views &
inspiration

“A supportive
atmosphere.”
“Truly inspiring!”
“Nice people!”

Book your
1st workshop
now for free

How?

Advisor Opportunities



HOW DOES HEALTHY FOOD FIT IN
THE WORKPLACE? – VENNER

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FOREST

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Profile of a perfect advisor



Skills &
Expertise

Been there,
done that

Is not there
to sell and
has no own
agenda

Brings new
perspective

Shares
your
mission

Your company's
advisory plan

Who?

For
what?

How?

Is your plan ready?

Let's meet – we
want to help
make your plan
happen.

[prö – nö]

[prö – nö]

Prönö is a marketplace with a mission.

We help impact companies grow faster with mission-driven advisors.

Create your [impact company profile for free](#) today or [let's talk more about why.](#)



At your service,
Pasi Laine
Co-founder & Impact leader
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[prö - nö]