

Advisory Boards in SMEs - the key to sustainable success

Summary

Stuttgart, 29.01.2025, **RKW BW network partner Frank M. Bruns shows:**

An advisory board brings strategy, innovation and networks to medium-sized companies. Without an advisory board, there are risks such as poor strategic decisions, missed opportunities and a lack of succession planning.

The report

Increasingly dynamic markets, regulatory challenges and the growing importance of sustainability and digitalization make it essential for companies to rely on experienced advisors. A professional advisory board acts as a sparring partner for the management, ensures [governance](#) and provides support for decisive strategic decisions. It offers medium-sized companies' strategic impetus, independent advice and access to valuable networks. This resource helps to remain competitive in the long term, master challenges and actively shape the future.

The appointment of an advisory board begins with the definition of the required skills and objectives in areas such as strategy, innovation or succession. Experienced experts from various specialist areas are specifically selected to ensure clear responsibilities and effective cooperation.

[Frank M. Bruns](#), network partner of RKW BW and owner of Alpha Executive Advisory in Heidelberg, which he founded in 2020, was an international CEO at world market-leading companies in the manufacturing industry for many years. He has been an experienced advisor and advisory board chairman for 20 years with extensive expertise in strategic realignment and sustainable corporate management.

Studies show that companies with a professional advisory board can increase their innovative strength by an average of 30%. Frank M. Bruns advises companies in the areas of strategic realignment, business transformation and sustainable corporate management. He emphasizes: "A professional advisory board is not a burden, but a valuable investment that not only provides orientation and security, but also plays an indispensable role in securing the future of companies."

The added value of an advisory board

An advisory board brings independent expertise and new perspectives to company management.

Four areas in particular illustrate its benefits:

1. Strategic foresight

Advisory boards support companies in recognizing market potential at an early stage, developing visions and making well-founded decisions. They contribute cross-industry knowledge and specific expertise that opens up a view beyond day-to-day business.

2. Independent advice

An advisory board acts as a sparring partner for management and shareholders. Through critical scrutiny, it helps to identify risks, address blind spots and avoid strategic mistakes.

3. Use networks

The contacts of an advisory board open doors to new markets, technologies or business partners. This network accelerates innovation and creates new opportunities for growth and cooperation.

4. Support with succession

Especially in family-run companies, an advisory board ensures structured and conflict-free succession processes. As a neutral body, it mediates between generations and ensures continuity.

Risks without an advisory board

Without an advisory board, risks arise that can impair growth and competitiveness:

- **Lack of strategic reflection:** without external perspectives, companies run the risk of remaining in a "blind spot", ignoring strategic trends or focusing too heavily on short-term operational success. This can lead to poor long-term decisions.
- **Missed innovation potential:** Advisory boards bring fresh ideas and impetus that help companies to exploit innovation potential. Without this input, opportunities in the areas of product development, digitalization or expansion could remain untapped.
- **Lack of crisis resilience:** Whether economic crises or sudden market changes - an advisory board offers clear strategies for action to ensure stability and competitiveness. Frank M. Bruns adds: "It is precisely in times of crisis that the true value of an advisory board becomes apparent. It brings stability and helps to make the right decisions in order to emerge stronger from difficult situations."
- **Problems with succession planning:** Without an advisory board, there is often a lack of clear structures and neutral moderation to ensure a smooth succession process. Conflicts could jeopardize stability in the long term.

Conclusion

A professional advisory board is a strategic resource for medium-sized companies. It ensures long-term competitiveness, strengthens innovative power and provides support with key challenges such as succession or crisis management.

Take advantage of the expertise of an advisory board!

Would you like to find out how a professional advisory board can help your company remain competitive and future-proof? Contact us now for a non-binding consultation.

We look forward to planning the next steps with you!

Contact us:

Alpha Executive Advisory

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