
PACKING MORE VALUE INTO CGF'S NEW PRODUCT OFFERING

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As more companies are becoming exposed to the manner in which their leadership determine their business strategy and engage business transactions, so more questions are also being raised about the company's corporate governance practices. Unlike years gone by when companies were not bound as much by various legislation and similar mechanisms to report to the public on their company dealings, today there are far greater reporting requirements and greater numbers of interested parties wanting details concerning companies and their daily operations.

With the call for greater organisational transparency and increased public scrutiny, various social media platforms provide activists the means to rapidly expose companies and their dealings to literally millions of people. By making use of these platforms, it is not uncommon for a group of like-minded individuals who may be located worldwide, to collectively agree that a particular company or its leadership are -- *in their opinion* -- transgressing principles of governance or ethical practices. Expectedly these lobby groups have become extremely strong in their anti-campaign protests. Through this type of action they can cause multi-national organisations to rapidly correct, or change, their wayward actions or face consequences such as brand erosion, class actions, litigation and even the collapse of the organisation.

As stakeholders have become far more aware of how an organisation is expected to conduct itself and its business -- which is often espoused within the organisation's annual integrated report -- so too have these stakeholders assumed greater powers to expose the organisation's wrong-doing. With this new level of activism, including various legislation that protects stakeholders against unscrupulous business operators, organisations and their leadership need to ensure that all their employees are completely aligned in their understanding and application of good governance. Any form of misalignment in this understanding is a sure way -- more than anytime previously -- for a company to be taken to task by its stakeholders.

It is therefore critical that companies properly apply themselves to train their employees, including their suppliers in all matters associated with good governance, as well as aligning themselves to ethical business practices. Failing to do this will inevitably cost companies a great deal of money; especially when the company -- or a particular employee -- can be blamed when these governance matters go awry. It is in this area that CGF Research Institute ('CGF') is able to assist organisations of any size, to extract *true value* from 'corporate governance' and which is most often considered by less supportive companies merely as a 'tick-box' exercise.

CGF's quest of sharing valuable governance knowledge -- and the training thereof -- is backed by a recent independent South African Corporate Governance Climate Survey, which was conducted by De Facto in April 2015. In this Survey, eighty two percent (82%) of the respondents indicated that having direct access to governance articles, including governance reports and training would "significantly improve their company's daily operations". The Survey also ranked the "trustworthiness in the provision of governance reports and news" across the leading brands known to provide governance services in South Africa. In this section, for contenders to be considered the 'most trustworthy' as compared to their rivals, they were required to attain a score of 10. CGF was ranked the most trustworthy corporate governance supplier in South Africa by the respondents with a score of 9.1, well ahead of its next rival who was scored at 8.2.

Regrettably many companies still regard governance as an "inhibitor to doing business", and amongst their many reasons of not wanting to engage in the discussion, they will generally cite a lack of budget, time, and resources. Whilst these reasons may be questionable by some, CGF has uniquely packaged a product offering allowing companies to place governance firmly on their strategic and operation agendas with direct benefits and real value.

Clients now have the option to choose a *Regular*, *Premium* or *Exclusive* governance package from CGF which offers a variety of services. The product packages offer flexible low-cost monthly pricing and various periods of contract. In all cases, the governance information found within CGF's web-based Corporate Governance Body of



Knowledge® is made available to licensed users, and the information extracted by these users may then be used by an unlimited number of employees in the same company at a fixed monthly fee. Within CGF's Corporate Governance Body of Knowledge®, clients are provided a rich and reliable source of independently peer-reviewed governance reports (and similar information) in a single repository each month. Each report is meticulously researched and prepared by experienced researchers over an intensive three week period. After these reports have been approved by external subject-matter experts, they are then complimented by executive summaries, a précis and a monthly article. Indeed, the internal use of the governance information found in the Corporate Governance Body of Knowledge® will greatly assist the knowledge and development of a company's senior and executive employees, not least also mitigate the various risks highlighted in CGF's monthly reports.

Included in all the product packages are a *range of internal governance training and induction programmes*, which are accredited by the Institute of Risk Management South Africa ('IRMSA') and the South African Board of People Practices ('SABPP'). The fixed monthly fee in each product package already contains the cost of running these governance training programmes which are facilitated by a CGF expert governance trainer. As a further market differentiator, these CGF training courses carry Continued Professional Development (CPD) points where delegates can earn as much as 34 CPD points in two days.

Expectedly, we remain inspired by the many positive messages we receive from our clients who express the manner in which they -- and their organisations as a whole -- have benefitted from our Corporate Governance Body of Knowledge® and our Corporate Governance Framework® suite of services.

In all the governance product packages, companies are allowed to place as many of their employees in the training sessions as they choose. Clients are given the option of requesting training manuals, books and certificates which are not covered in the monthly fee. Packing further value into these CGF deals; discounts are extended to existing members of the Proudly South African Campaign, the Institute of Internal Auditors South Africa (IIASA), the South African Quality Institute (SAQI), IRMSA and the SABPP. The [CGF product packages and pricing](#) are truly one of a kind in South Africa.

CGF invites all organisations -- be they large or small, for profit or not-for profit -- to subscribe to the web-based Corporate Governance Body of Knowledge® monthly services. The product allows its users -- more specifically the organisation's directors, senior management and prescribed officers -- to extract imperative governance information which is prepared for immediate use, be this for any form of internal consulting, risk management and employee knowledge transfer.

At CGF we believe our [new product packages and pricing](#) are aggressively priced to offer organisations innovative solutions with great value. Monthly package prices range from R5,000.00 (ex 14% VAT) over 6 months for the *Regular Package*, to an aggressively priced 'full-house' Premium Package of R5,500.00 (ex 14% VAT) over 24 months.

As your organisation makes use of any of these packages, we are most certain that the Corporate Governance Body of Knowledge® will eliminate the many mundane tasks attached to this area, thereby freeing up management time to focus upon running the business.

Please feel free to call CGF for further information on +27(0) 11 476 8264 or email accounts@cgf.co.za

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For more information about CGF Research Institute visit www.cgf.co.za or www.corporate-governance.co.za

