

**Council of Business Advisors (COBA) Member Survey**

**Contact Information**

Name	
Street Address	
City State ZIP Code	
E-Mail Address	
Preferred Phone	
Web Site	
LinkedIn	
Other	

**Special Skills or Qualifications**

Please highlight specific skills and qualifications that make you a good candidate to be an advisor.

**Key Industries**

Tell us how you would like to apply your expertise at SFBI.

<u>Area</u>	<u>Summary</u>
Biotechnology	
Community Service	
Environmental	
Executive Management	
Executive Recruitment	
Finance and Accounting	
Fund Raising	
Gov't Procurement	
Insurance	
Investment Management	
IT Services: HW & SW	
Law	
Manufacturing	

Medical	
<b>Other:</b>	
<b>Other:</b>	
Pharmaceuticals	
Sales	
Strategic Planning	
Tech Transfer	
Technical Other	
Telecommunications	

**Areas of Participation at SFBI: Type yes where applicable**

	<b>Advisor:</b> Act as a generalist for pro bono consulting.
	<b>Subject Matter Expert (SME):</b> Act as a specialist for pro bono consulting.
	<b>For Fee Consultant:</b> Develop scope of work with client for fee consulting.
	<b>Presenter at SFBI events:</b> Present at luncheons or other events at SFBI.
	<b>All:</b> Act in all four capacities for SFBI.

**Please use the space below for additional information.**

**Areas of Participation Outside of SFBI**

Associations	
Licenses or Certifications	
Board Memberships	
Current Employment	
How do you know about COBA?	

**Please attach additional pages if necessary along with a bio and resume.**

## **EXPERIENCE AND CREDENTIALS**

A Pro Bono Advisor should have the following experience:

- At least five years as a full time management consultant with a history of continuous service to commercial clients OR at least two relevant management positions in entrepreneurial companies that combine to five years.
- Significant experience working with clients/companies on activities from business plan development through initial capital acquisition.
- Additional “hands-on” experience at for-profit corporations with management level responsibilities.
- At least three professional references from recent clients attesting to the quality and completeness of work performed.
- Educational and professional certification, accreditation or licensing credentials in an area related to the needs of SFBI clients.

## **INTERPERSONAL CHARACTERISTICS**

A Pro Bono Advisor should have demonstrated leadership experience and ability to work with a variety of people:

- At least two relevant management positions in entrepreneurial companies or for profit organizations that attest to a leadership/decision-making role in those organizations.
- Community / Nonprofit / Charitable organization involvement, preferably in as an officer or board member.
- Good interpersonal skills as demonstrated in both interviews and via references.
- Some prior experience in a business development/selling role is preferred.

## **Experience and Attributes of the Subject Matter Expert**

The Subject Matter Expert (SME) must have the education and professional background that demonstrates superior, specialized knowledge in either a business function, aspect of technology or an industry. He or she must be a professional in terms of unquestioned integrity, problem solving commitment and freely offered advices that serve a client’s best interests. In dealing with entrepreneurs, personal requirements would include well developed listening and discernment skills, a firm but supportive style to encourage decisions and actions, and well developed oral and written communications. With this combination of professional preparation, professionalism and personal attributes, the Expert makes a major contribution that raises the probability for success of the client company.

## **PROFESSIONAL PRACTICES GUIDELINES FOR THE COUNCIL OF BUSINESS ADVISORS**

### **Performing Client Assignments**

Advisors should serve their clients with integrity and objectivity, making every effort to conduct their advisory activities on the basis of impartial consideration of relevant facts. Specifically the Advisor should:

- Participate fully in the client candidate intake process assisting the SFBI staff in identifying the potential clients business plans strengths and weaknesses. Assuming the candidate accepts the conditions of tenancy the Advisor will assist in the development of a documented client plan to address the identified “intake weaknesses.” (i.e. road map)
- Use the documented plan developed with the client in the “intake process” to jointly review on a regular basis this “road map” to assist the client in achieving their stated goals.
- Maintain regular contact with the client and serve as a “business mentor” supporting the client in developing a successful business.
- Withdraw from the assignment if in the Advisor’s judgment the relationship is not working.
- Notify SFBI management if the client is unwilling to cooperate with the COBA Advisor and/or is deemed to be failing in the successful development of the business plan presented during the “intake review”.
- Advise the client promptly and offer alternative courses of action of any issues that the Advisor deems to have a negative impact to the success of the client’s business.

### **Preserving the Confidentiality of Client Information**

Advisors should use their best efforts to protect confidential information concerning their clients. Specifically, a member should:

- Use confidential information received from clients only for purposes of assisting the client.
- Not use such confidential information for personal gain, nor provide inside information to any other parties for their personal gain.
- Disclose such confidential information to other COBA or SFBI staff member who have a need to know and with the client’s agreement for such disclosure.

### **Avoiding Conflict of Interest**

Advisors have an ethical obligation to avoid conflicts of interest with their clients. For example, an Advisor should:

- Refuse or withdraw from an assignment upon learning of conditions that impair the Advisor’s ability to perform services properly.

- Withdraw from an assignment upon the Advisor's participation in the funding of a client or participation in active management of the client's business such as appointment to the board of directors.
- Provide to clients the Advisor's undivided loyalty as an advocate and professional advisor.
- Not accept payment for assisting the client with any service provided as a member of the COBA organization.

### **Relationship between the Advisor and the Client**

An Advisor's relationship should be characterized by honesty, objectivity, accuracy and respect for confidentiality. In building such relationships, an Advisor should:

- Explain the relationships that exist between the SFBI, the COBA and the client and in particular the obligations and responsibilities of the clients in the process.
- Encourage the clients to provide accurate and complete information.
- Work with the client to identify issue(s) that potentially might impact the success of the business and develop a plan for addressing the issue(s).
- Meet with the client to maintain an understanding of the operational status of the business and to support the client in any business operational requirements where the client identifies a need for COBA support.
- Provided advisory services to the client rather than perform actual operational activity for the client (e.g. advise them on how to raise venture capital rather than actually raise the round of financing for the client).

### **Relationship between COBA and the Community**

Advisors should recognize the importance of public trust and confidence in their responsibility as a COBA advisor and seek to serve their clients in a manner consistent with New Mexico's interest in economic development and the community's interest in develop a growing and strong small business environment. Therefore, an Advisor should:

- Promote the work of the SFBI and its focused efforts to support the economic development efforts of our city and state.
- Promote the SFBI to budding entrepreneur's as a place to develop the seed of a business idea supported by an environment of existing entrepreneur's, an outstanding physical facility, and a support staff and COBA advisory group focused on the success of SFBI's clients.
- Conduct relations with the general public so as to reflect favorably upon clients, the SFBI, COBA and the entrepreneurial environment of Santa Fe.