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Good Ownership

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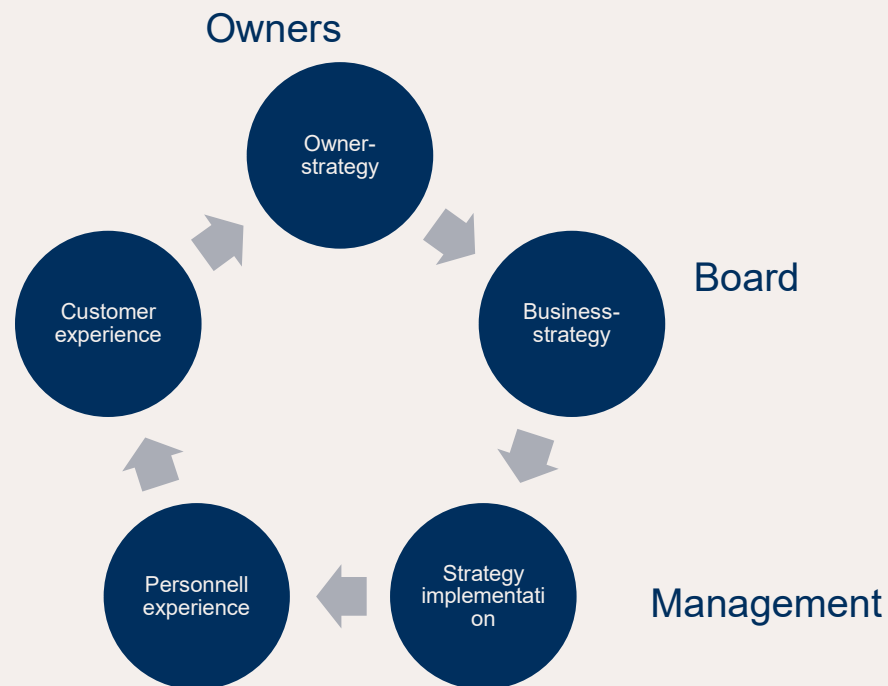
What is good ownership?

- Knowledge on what, how, and when to own
- Communication of company values and purpose
- Uses time where it creates most value for the company
- Unifies owners' long-term, board's medium term and management's short term interests
- Creates an open and responsible culture, "the tone from the top"
- Creates a readiness for fast structural decisions
- Attends to conflicts while they are small
- Selects board members and evaluates board work
- Has a clear picture of the roles of owners, the board, and the management

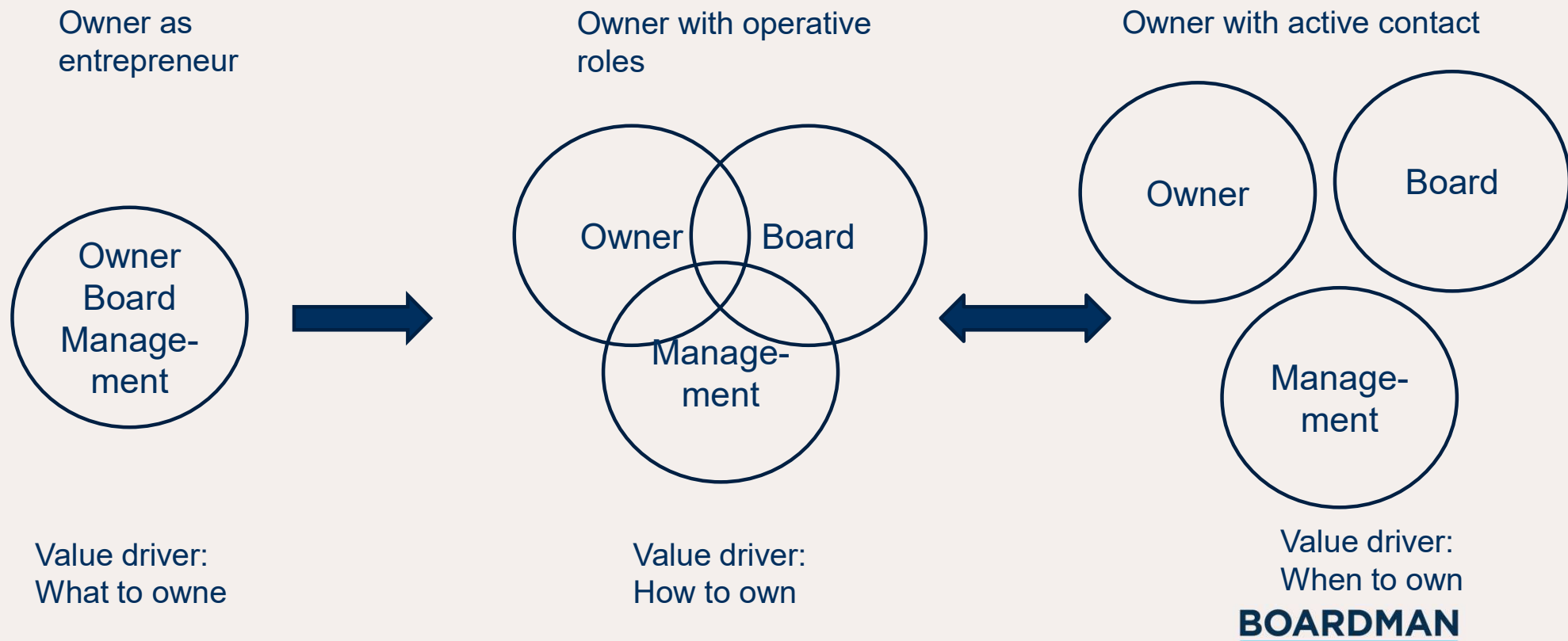
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Roles for the owners, the board and the management

The feedback loop is important



Levels of owner involvement



Thank you!

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