

[Name of Company], Managing Director's Report

Period: <Month YYYY>

Date: <DayName>, <dd.mm.yyyy>

This report is a bulleted and high-level summary of the previous period's achievements and challenges, for each area of Sirdar's Management Compass. Every section should be completed as every area is critical to business success.

The objective of this report is to keep the board fully informed of the performance of the business across all areas, thereby supporting the board to provide its value through effective discussion and debate.

Achievements represent any general or specific achievements to be reported to the board per segment, and *Challenges* are focused on highlighting any key issues that present risks or obstacles for that segment that management need the board to be aware of or where support from the board is required. It is essential that along with the challenges listed, that the steps or actions required or taken to resolve the challenges are provided. This indicates that the managing director is working proactively to overcome them.

1. IDENTIFYING THE MARKET

~ Market Research, Innovation, Segmentation

Achievements for this Period	
Challenges for this Period	

2. GETTING THE MESSAGE TO THE MARKET

~ Branding, Marketing, Sales

Achievements for this Period	
Challenges for this Period	

3. BUILDING EFFECTIVE TEAMS

~Recruitment, Performance Enhancement, Cultural Integration

Achievements for this Period	
Challenges for this Period	

4. LEVERAGING THROUGH MARKET CONNECTIONS

~Business Networking, Market Partner Negotiation, Stakeholder Engagement

Achievements for this Period	
Challenges for this Period	

5. DELIVERING TO EXPECTATIONS

~Market Development, Operations Management, Customer Retention

Achievements for this Period	
Challenges for this Period	

6. MANAGING RISK AND COMPLIANCE

~ Quality, Risk Mitigation, Compliance

Achievements for this Period	
Challenges for this Period	

7. OPTIMISING FINANCIAL RESULTS

~ Capital Structuring, Financial Performance, Investment Activities

Achievements for this Period	
Challenges for this Period	

8. PERFECTING THE SYSTEM

~ Knowledge Management, Business Modelling, IT

Achievements for this Period	
Challenges for this Period	