

Governing vs Managing

THE JOB:

Set the Vision and determine the strategies to get there.

STRATEGIC



GOVERNING

Accountable to:
The Shareholders and The Company

Governing in action:

1. Determining Purpose.
2. Effective Governance Culture.
3. Holding to Account.
4. Effective Compliance.

THE JOB:

Implement the strategies to deliver the Purpose and achieve the Vision.

OPERATIONAL

MANAGING

Accountable to:
The Board



Managing in action:

1. On track to achieve goals.
2. Performance of 7 Departments:
 - Product / Service Development
 - Operations
 - Marketing
 - Sales
 - Finance
 - Admin / IT
 - Human Resources