

When accountants should appoint a Non-Executive Director

A structural event is coming, the numbers are no longer safe, or the owner is still the operating system. Here is when a Non-Executive Director is the right product — and what R W Progressive will not do to the adviser's relationship.

Briefing

Partners are asked for “someone who can sit on the board” when a client is scaling, selling, raising, succeeding a founder, or cleaning up finance. This page is what you can attach to that email.

When to put a NED in

A NED is useful when the owner needs an independent adult in the room, not another pair of hands. A structural event is coming: succession, sale, PE or other investment, refinance, acquisition or a serious restructure. The numbers are no longer safe — late packs, a weak FD, cash surprises, bank or HMRC tension. The owner is still the operating system.

Do not appoint a NED to write the marketing plan or replace the CEO. That is an executive hire. Jayesh will say so.

What is in it for the firm

A growing client, therefore higher fees. More room for corporate finance, virtual FD work and genuine advisory. You remain the adviser of record.

The first 90 days

Typical cadence is about 24 days a year. The first quarter is denser. Days 1–30: listen with documents, and one conversation with you so the relationship is not cut across. Days 30–60: a short KPI set and reserved matters. Days 60–90: a proper board meeting.

What Jayesh will not do

He will not bid for compliance, tax, audit or the transaction. He will not become a shadow CEO or a part-time FD. Introduce by email and stay on the thread.