



Strategies fail *in the room.*

Frank Tsuro advises boards and executive teams on alignment: whether everyone who must deliver a strategy is pulling the same way.

Competence is rarely the constraint. *Information is.*

By the time a problem reaches the board, every layer has softened the part that was expensive to carry. None of it needs a single person to lie. The judgement at the top is sound. The picture is not.

Frank Tsuro has served on boards and advised the executives who answer to them. His work is on the room: who holds power, what goes unsaid and whether the people who must carry a decision are behind it.

230+

C-suite and director-level executives advised since 2013

15+

Countries where he has spoken in person

4

Keynotes, and closed sessions for boards

WHEN TO CALL

Five situations worth a call.

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- 01 A strategy is not landing, although everyone in the room agreed to it.

 - 02 Your board or executive team is out of alignment, and it shows in what stalls.

 - 03 A problem keeps surviving restructures.

 - 04 A decision will be hard to undo: an acquisition, a sale or a senior replacement.

 - 05 You are the first in your family to run something this size.
-

Three ways to *work with Frank*.

01

ADVISORY

Independent advice. Your decision.

One fee, agreed before the first session and set by what the decision is worth, not by the hours it takes. Six weeks for a single sign-off. Eighteen months or longer through a major change. A small number of clients at a time.

It starts with 30 minutes about you and the decision. Where it helps, Frank talks to your people one to one and sits in the meetings that matter. Nothing is attributed.

02

SPEAKING

Four keynotes, and closed sessions for boards.

The Filter. Who edited the report on your desk, and what the edit cost you.

Fix the System, Not the Pilot. What aviation learned by refusing to accept human error as an explanation.

The First Generation Leader. Leading where your own experience has not been before.

Precisely Wrong. The question a board should settle before it approves the next AI system.

03

BOARDS

A seat at the table, or advice to it.

Board service, and advice to chairs and boards on the gap between how governance is written and how it works in practice.

For a problem that keeps coming back, the answer is a full investigation, run by **FranklySpeaking**, the firm Frank founded and leads. A fixed scope, 12–16 weeks and a written finding.

franklyspeakinghq.com



Director *and advisor.*

He served on the international board of directors of Toastmasters International, a global nonprofit with members in more than 140 countries, and has advised more than 230 C-suite and director-level executives since 2013, most of them CFOs and, more recently, CIOs and CTOs.

His experience spans strategy, finance and governance, from running the data team behind AfricanFinancials to an international board. He founded FranklySpeaking and #PeopleMakingHistory.

SELECTED BOARD ROLES

Past International Director, Toastmasters International. Chairman, Advisory Board, The eHub.

SECTORS

Telecommunications, energy, mining, logistics, infrastructure, construction, banking and state-owned enterprises.

BASED

Harare and Johannesburg. Works internationally.

Ask a business what is wrong and it will tell you what it has agreed to say is wrong.



START HERE

Book a 30-minute call. No fee.

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