# How Boards Must Think Differently in Today's Digital Landscape

The evolving digital landscape continues to challenge many sitting directors with the various transformation and security issues it presents, according to **Boardroom Resources**. Boardroom discussions can no longer ignore the rise of the digital consumer, which has begun to affect industries far beyond just retail or business-to-consumer. These challenges are accompanied by many opportunities for directors to improve board and company performance.

In **a video**, Alex Schmelkin, board member with Essendant and founder & CEO of Cake & Arrow, is given an interesting task: If you could design a digital training program for today's board members, what would it look like? Host TK Kerstetter asks Schmelkin how he would both define 'digital' and communicate its current and future impact for today's directors.

In the video discussion, Schmelkin outlines several approaches that boards can take to better understand the "end user" no matter the organization or industry.

**Watch the video**.