

# Getting Board Ready

**Module 5: Board Ready Basics**

February 10, 2021

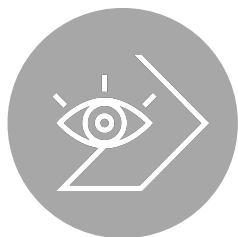


# Program overview - Getting Board Ready

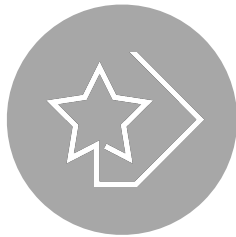
Our goal is to help you on your journey to land your first corporate Board seat

Our reason for being is to offer practical and actionable insights that move beyond governance education to accelerate the inclusion and effectiveness of female talent on Boards across Canada

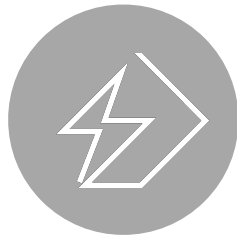
## Six online modules:



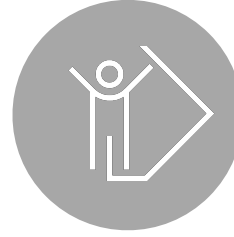
1. Finding Your Focus



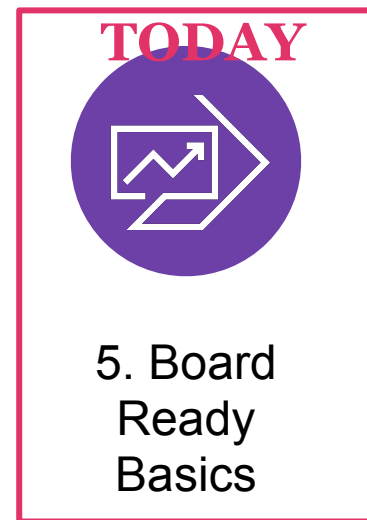
2. Your Board Value Proposition (BVP)



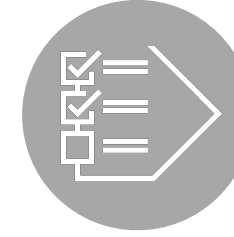
3. Your Board Impact



4. How to Land Your Next Board Role



5. Board Ready Basics



6. Action Planning

# Module 5: Board Ready Basics

## Outcome:

- Understanding of the components of your Board profile (cover letter, Board resume, online presence)
- Foundation to create your Board elevator pitch (as homework)

## TODAY

### Online Session

- ▶ Discussion with an Executive Search Partner and Q&A
- ▶ Discussion of your Board Profile (Board resume / Cover letter/online presence)
- ▶ Discussion of elevator pitch

## Homework

- ▶ Continue to refine your Board Resume
- ▶ Create your draft elevator pitch
- ▶ Schedule 2 (two) virtual meetings to review your draft elevator pitch
- ▶ Review the Network Mapping Tool: Think about the top 5 Boards you would like to serve on, that you think you are “ready” for
- ▶ Implement your Board development plan (from WGOB Board Career Planning tool)

# Guest speakers: Executive Search Partners

- Tim Hewat
- Lisa Knight

# The Role of Search Firms



## Board of Directors Practice

- ▶ **For-Profit Companies – Public and Private** (Tim Hewat)
  - ▶ Often single searches to replace a retiring director or to bring new expertise
  - ▶ Search practitioners help clients think outside of the box (new competencies/options)
  
- ▶ **Government, Agencies and Not-for-Profits** (Lisa Knight)
  - ▶ Often multiples - to replace a set of retiring directors
  - ▶ Search practitioners work with the board to create a matrix against which search is conducted

# The Role of Search Firms



## The Search Process:

- ▶ We set a search strategy to identify where to focus
- ▶ We utilize various databases (proprietary, ICD, WGOB, etc.) and posting options and we network and directly recruit
- ▶ Diversity is key – most clients are seeking to increase the % of women, BIPOC and 2LGBTQ+ representation
- ▶ Clients want a selection – it will be competitive
- ▶ Assessment is coming into play more frequently

# The Role of Search Firms

## Today's Most Sought-After Skills

- ▶ Classic experience is still helpful (i.e., former CEO, CFO, CLO) but not always essential
- ▶ Transformational skills/competencies
- ▶ Proven ability to grow a business
- ▶ Covid-19 has put a spotlight on the need for crisis management expertise

# The Role of Search Firms



## Improving your Chances:

- ▶ Be findable (join the right communities, be known to search firms)
- ▶ Get qualified (C.Dir or ICD.D)
- ▶ Get some experience – any type of board experience is better than none
- ▶ Be ready – know your unique value proposition and how to tell your story





# Building Your Board Profile

# Building your Board Profile

Your Board profile has 3 key components:

- ▶ Board Resume
  - ▶ Already underway
- ▶ Cover letter
  - ▶ Tailored to the Board
  - ▶ Highlights “why you”
- ▶ Online Presence (Linked In profile )
  - ▶ Positions you for Board work

.... All culminating in an elevator pitch



# Discussion of Board Postings and Positioning through Cover Letters

# Individual Reflection/Large Group Discussion -Board Postings and Cover Letters



Please review the posting and think about what you think should be emphasized in a cover letter. Be prepared to share in group discussion

**NOTE:** You are not writing the full cover letter, focus on how you would structure it





Large group discussion

# The Elevator Pitch

# The Bones of an Elevator Pitch...

A 30 second sound byte, that is your personal statement, and focuses on:

- What is important to you (emphasize where you want to focus) – **so what?**
- What is important to Boards (skills they care about) - **who cares?**
- What you bring to the Boardroom table – **why you?**

## Deborah Rosati

“I have entrepreneurial, financial and governance expertise with high growth and transformational companies in technology, retail, consumer and cannabis industry”

## Andrea Plotnick

“I have talent, culture, and governance expertise in an advisory capacity in telecom, healthcare and retail industries, with expertise in organizational transformation”



Open Forum - Questions

Your Board Profile:

Board Resume, Cover Letter, Elevator  
Pitch

# Next step – Homework

Outcomes from Today’s Session:

- Understanding of the 3 Components to begin building your Board profile (cover letter, Board resume, online presence)
- Foundation to create your Board elevator pitch

## NEXT STEP

### Homework

- ▶ Continue to refine your Board Resume
- ▶ Create your draft elevator pitch
- ▶ Schedule 2 (two) virtual meetings to review your draft elevator pitch
- ▶ Review the Network Mapping Tool: Think about the top 5 Boards you would like to serve on, that you think you are “ready” for
- ▶ Implement your Board development plan (from WGOB Board Career Planning tool)



# Preview of Module 6

## Outcome:

- A detailed plan
- Land your “best fit” next Board role

## Objectives:

- Refined Board profile (Board resume, cover letter, online presence)
- Refined Board elevator pitch
- Your personalized map to network your way onto a Board

# About LHH

Lee Hecht Harrison helps companies simplify the complexity associated with transforming their leadership and workforce so they can accelerate results, with less risk. We do this by helping their employees navigate change, become better leaders, develop better careers, and transition into new jobs.

As the world's leading integrated Talent Development and Transition company, we have the local expertise, global infrastructure, and industry leading technology required to simplify the complexity associated with executing critical talent and workforce initiatives,





# About Women Get On Board

Women Get On Board Inc. (WGOB) is a leading member based company that connects, promotes and empowers women to corporate boards. We do this through an engaged community of women and men in Canada committed to advancing gender diversity in the boardroom.

Women Get On Board's membership has grown to over 500 members across Canada. Our membership consists of women business leaders that are currently leading and serving on corporate boards of public or private companies, crown corporations, municipal and not-for-

