



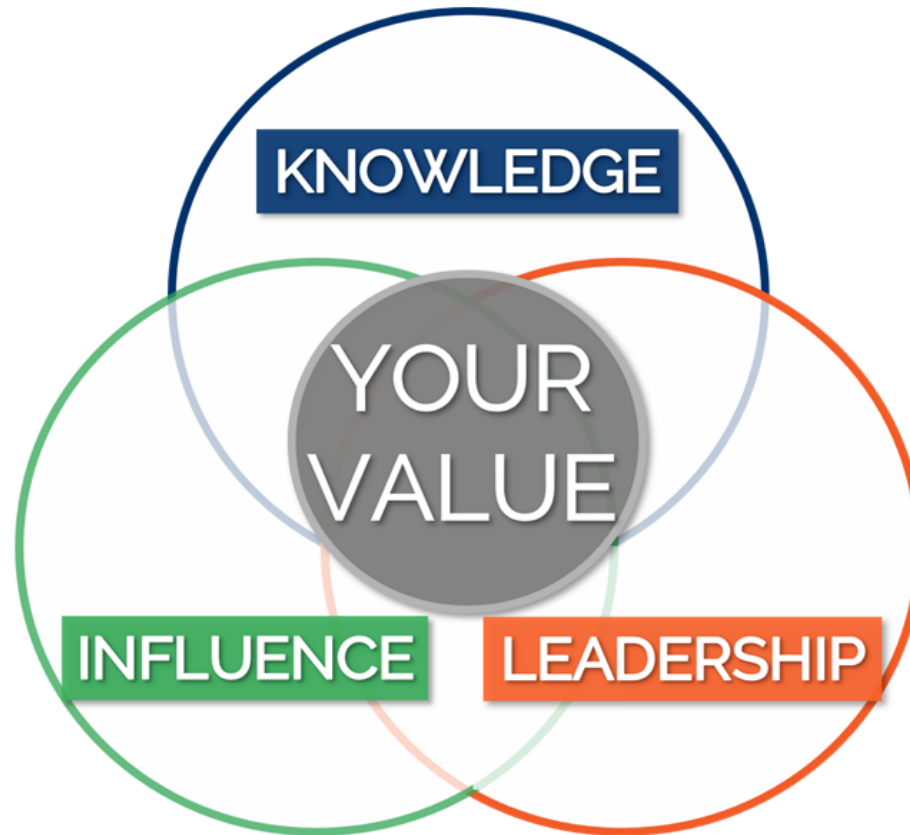
WGOB Mentorship Program Mid-Term Session
September 29, 2021

Deborah Rosati, Founder & CEO, Women Get On Board,
Corporate Director

Agenda

- **5:00-5:10** – Welcome & Reflection From Interim Session - Position Your Board Offer
- **5:10-5:40** – Reflection in Breakout Groups
- **5:40-5:55** – Group Discussion from Breakout Groups
- **5:55-6:00** – Thank you to Mentors
- **6:00-6:30** - Get Board Interviews-facilitated session by Deborah Rosati
- **6:30-6:50** – Breakout Groups
- **6:50-7:00** - Wrap Up

Reflection-Your Board Value

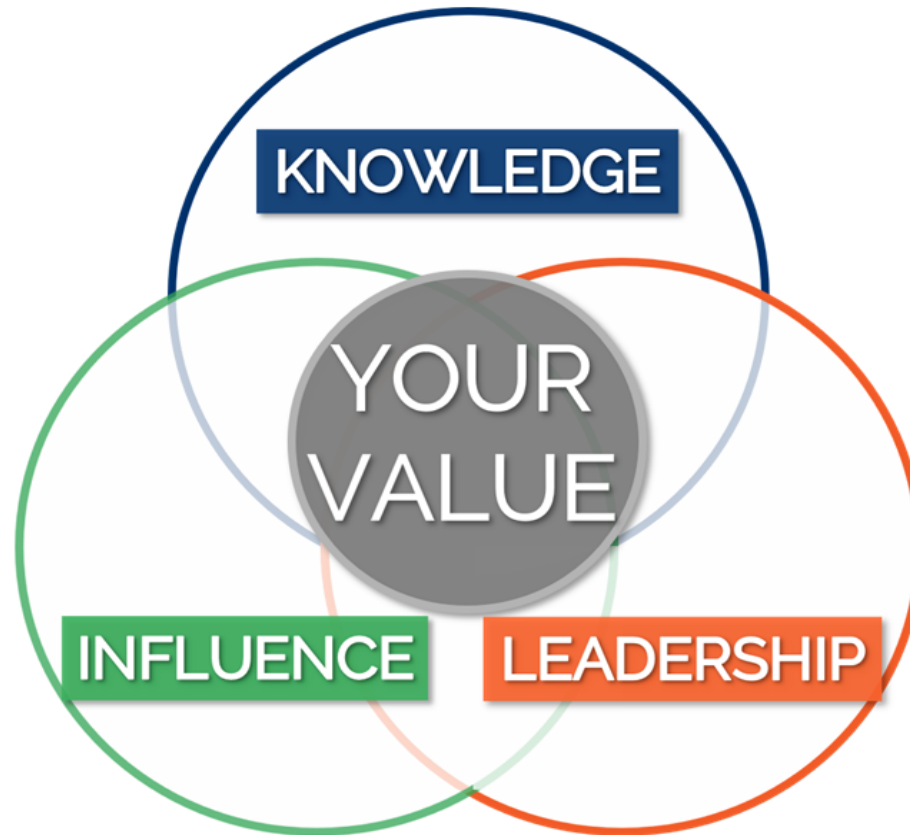


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Working Groups



Reflection-Your Board Value



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Thank you to our Mentors!

Our WGOB Mentors comprise a diverse group of leading and serving women corporate directors in Canada committed to advancing board diversity. They will support our WGOB mandate to connect, promote and empower women to corporate boards.

Anar Shamji Popatia
Angela Tu Weissenberger
Beth Bell
Cathy Cranston
Connie Carras
Debora Bielecki
Denise Carpenter
Judith Athaide
Kerry Adams
Margie Parikh
Michele McCarthy
Norma Beauchamp
Patricia McLeod
Stacey Mowbray
Susan Taves
Sylvie Tandler
Wendy Kei

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Get Board Interviews

1. Identify board opportunities
2. Network your way on to a board
3. Deliver a stand-out board resume & Linkedin profile





Identifying board opportunities

The key is knowing where to look, including:

- Women Get On Board Inc.
- Institute of Corporate Directors (ICD)
- Executive search firms
- Public sector board postings
- Altruvest (Board Match program)
- LinkedIn

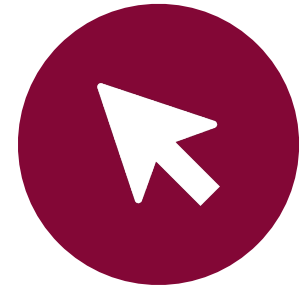
Don't wait for opportunities



**You must be
proactive about
finding opportunities**



**Networking is
essential**



**Research,
research,
research**

Discussion of Network Map

1 Decision Makers

These are individuals that will make the final decision on who will join their board (Board members, in particular, the Chair of the Board and Chair of the Nominating Committee).

2 Connectors

Connectors make change happen through people. These are individuals that will connect you to board members, CEOs and Executives of a company you would like to serve on. (Lawyers, Accountants and other professional service firms and thought leaders..)

3 Mentors

Mentoring is about advising. These are individuals that inspire others in achieving their best and find joy in encouraging them to make a difference.

4 Sponsors

Where mentoring is about advising, sponsoring is about acting. Sponsors are typically Executive Sponsors inside your company. They are willing to put your name forward for board opportunities. Sponsors may also be individuals you have worked with in the past who believe in you. When you are looking for a sponsor, remember that it is a **two-way relationship** based on mutual respect and trust. You both need to be invested. Your sponsor is putting their name on the line by championing you, so you need to follow through with their advice and work hard to keep your sponsor's good reputation intact..

5 Organizations

Think about the organizations you are affiliated with, your alma mater, not-for-profits, professional organizations/associations and member-based organizations (like-CPA Canada, CBA, GPC etc.) and how you can leverage these organizations.



Connectors
Sponsors
Mentors
Decision Makers
Organizations

The Importance of Being a Good Connector, Mentor and Sponsor

Remember what we said about reciprocity!

Three tips:

1. **Be authentic.** Approach connecting, mentoring and sponsoring with sincerity and come from a place in your heart of well-being.
2. **Be timely and follow through.** Always do what you say you are going to do.
3. **Be mindful of your network.** Your network is like your reputation, you need to be protective and strategic in who you know and how you tap into their network. It is a two-way relationship.

Mentorship-Sponsorship Spectrum

- You may have an opportunity to turn your **connectors** into **advocates**.
- Sponsors tend to get stuck in the middle of the spectrum.
- Find out what is holding them back from advocating for you.

*"Want More Diverse Senior Leadership?
Sponsor Junior Talent."*

Herminia Ibarra and Nana von Bernuth,
Harvard Business Review, October 09, 2020

A New Way of Thinking About Sponsorship

Sponsorship is not an either/or role—either committing fully or not at all. It's a spectrum of different kinds and degrees of support.



Mapping Your Way to a Board

| Company Boards You Would Like to Serve On | People in Your Network Connected to the Company Board, Executives and Shareholders | Action Plan |
|---|--|---|
| | Decision Makers, Connectors, Sponsors and Organizations | Don't be afraid to ask for an introduction! |
| | | Research, attend their speaking engagements, intermediate board positions |



Tips on networking your way onto a board from a board member...

1. Volunteer on not-for-profit boards as early as possible in your career to gain governance experience
2. Contribute substantially to board committees and signal an interest in chairing a committee
3. Pay attention to board dynamics and how you can contribute to a positive culture
4. Participate in governance education and network with other board directors
5. Participate in thought leadership, publish content on social media and attend industry association events to build your profile and reputation for expertise
6. Build your board resume and share it with mentors and sponsors so they can identify board opportunities that align with your capabilities
7. Share your board resume with recruiters
8. Only join boards that you are fully committed to having a meaningful impact



Q&A

Session



Board resume & LinkedIn profile

Your board resume and LinkedIn profile should highlight your:

Value proposition, i.e. the value add you bring to a Board, your unique offering; **Skills and expertise**;

Industry-specific knowledge;

Career accomplishments — highlight your executive and other relevant leadership roles to showcase your understanding of the business, the industry, and the broader macro environment in order to gain the respect and confidence of the current board members;

Speaking engagements and awards — list areas that you are sought after as an expert or have thought-leadership in and any awards that recognize you for your accomplishments;

Current and past board experience — highlight the committees you have served on and the leadership roles that you have taken, e.g. Chair of a Committee or Chair of the Board.



Tips from a board recruiter...

1. Curiosity and commitment to enhance and add value to the board
2. Track record of impact as an executive or leader within a specific sector or industry
3. Diversity of perspective and professional and life experience in core Board competencies – Audit & Risk, Transformation, ESG, Talent/HR, Governance, Finance
4. Not-for-profit, public or corporate board experience including Board Chair or Committee Chair responsibilities
5. Collegial and facilitative leadership style and presence
6. Demonstrated commitment to elevate board governance (e.g., education, certifications, thought leadership)
7. References



Board resume resources

- Deborah Rosati profile & board resume
 - <https://deborahrosati.ca/wp-content/uploads/2021/06/Deborah-Rosati-Board-Profile-.pdf>
 - <https://deborahrosati.ca/wp-content/uploads/2021/06/Deborah-Rosati-Board-Resume-.pdf>
- Examples-Denise Carpenter & Patty McLeod
- <https://www.womengetonboard.ca/building-your-board-resume-faqs/>
- Ask your Mentor for their board resumes & ask for their input



Q&A

Session



Working Groups



What's next

- Book your quarterly virtual session with your Mentee
- Work on your board value proposition & your board resume
- Think about ways to network your way onto a board
- Network with your Mentees
- Next virtual session: Mentee Networking event on November 16, 2021 @5:00pm-6:00pm ET



Thank You



Please visit us at
www.womengetonboard.ca

Or contact Deborah Rosati at
deborah.rosati@womengetonboard.ca

