



WGOB Mentorship Program
Virtual Interim Session-Position Your Board Offer
June 23, 2021

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Corporate Director

Agenda

- **5:00-5:05** Welcome Introductions
- **5:05-5:30** Position Your Board Offer
- **5:30-5:55** Fireside Chat
- **5:55-6:05** Q&A Session
- **6:05-6:25** Breakout Groups
- **6:25-6:30** Wrap Up



Position Your Board Offer

1. Assess your board readiness
2. Identify the right board for you
3. Create your board value proposition
4. Build your board resume and LinkedIn profile



Assess Your Board Readiness

Before you prepare your first corporate board seat, ask yourself these **10 board- ready questions:**

1. Do you have a minimum of 10 to 15 years of experience in a senior executive role in the public, private, crown or not- for-profit sectors?
2. Are you prepared to commit at least 200 to 300 hours per year to a corporate board role?
3. Do you have the support of your own Board of Directors and/or senior executives to serve on a board?
4. Do you have a formal governance certification or designation (C. Dir or ICD.D) from the Directors College or the Institute of Corporate Directors?
5. Have you ever served on a board, not-for-profit or for profit?



Assess Your Board Readiness

6. Are you a team player that understands the dynamics of boards is one of the most critical components of good governance?
7. Do you fully understand the role, responsibility and liability of a corporate director?
8. Do you understand the difference between a board of directors role versus a management role?
9. Do you have financial acumen-can you read and understand financial statements?
10. Do you have experience in critical areas in our changing world such as Risk Management, International Markets, M&A, Cyber Security, Digital Media, Big Data, etc.?



Identify the Right Board For You

- **Type of Organization**
 - Not for Profit, Public Sector, Corporate (size, stage of growth, future state)
- **Time Commitment**
 - > 200-300 hours/annum, sponsorship
- **Industry Sector**
 - is it an industry you have experience or is it an industry you are interested in?
- **Compensation**
 - board compensation can vary depending on the size & stage of the company you are serving on a board



Benefits of Serving on a Board

- **Career development:** Opportunity to gain access to unique knowledge, skills, and connections
- **Broaden perspective:**
 - Exposure to different management styles, corporate cultures and business models
 - View the company from a different vantage point (Not day-to-day management but rather in setting strategic direction and oversight of the company's performance)
 - Learn new ideas that can be applied to current role
- **Build a network:**
 - Expand your network with Board members and advisors to Boards



Benefits of Serving on a Board

- **Access to Sponsorship:**

- Get sponsored for governance education programs (e.g., ICD.D, C.Dir, CDI.D, CBD.D)
- Ask to join one of your company subsidiary boards or charitable organizations the firm supports; provides a seal of approval by others, and shows that the executive has high potential and value to serve on a Board

- **Skill building:**

- Exposure to other governance processes, and understanding the importance of “fiduciary” responsibility
- Develop governance leadership skills (e.g., Chair of a Committee)
- Improve presentation and communications skills to bring back to your company Board, having had first hand experience on directors’ expectations and Board dynamics



Create Your Board Value Proposition

- Your board value proposition is what you bring to the board room table and how you differentiate yourself.
- Specific expertise, skillsets the board currently lacks, and how you are a leader in an industry (or a synergistic industry)



Key Board Competencies

- **Board level leadership** such as chairing committees, task forces or key initiatives
- **Integrative & critical thinking**
- **Confidence** and ability to participate and contribute meaningfully to board discussion and decision making & fit with the board's culture
- **Diversity** in its many dimensions– gender, age, Indigenous, visible minority, generational, etc.
- **Financial acumen and literacy** are table stakes
- Played a **leadership** role in significant change, transformation, or turnaround; operating and P&L experience
- Experience leading **key strategic initiatives** coupled with influencing skills
- **Prior board or governance experience** and capacity to manage board work and agenda



Elevator Pitch

"I have entrepreneurial, financial & governance expertise with high growth and transformational companies in technology, retail, consumer and cannabis sectors." **-Deborah Rosati**



Build Your Board Resume and 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.



Fireside Chat

Denise Carpenter



Patty McLeod



Q&A

Session



Breakout

Groups



Next steps

- Book your next virtual Quarterly Mentoring Session
- Work on your board value proposition and your board resume
- Next Virtual Session-Sept. 29th @5pm-6:30pm
Mid-Term Mentoring Roundtable Session



Thank You



Please visit us at
www.womengetonboard.ca

Or contact Deborah Rosati at
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