

# Getting Board Ready

**Module 2: Your Board Value Proposition**

June 17, 2021



# Meet your facilitation team



**Andrea Plotnick**  
**Co-Facilitator**



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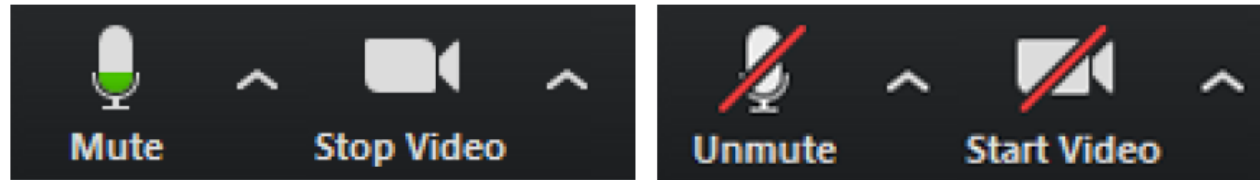


**Bobbi Pavao**  
**Virtual Producer**



**Laura English**  
**Support**

# Communicating in Zoom



- ▶ Your line is open, and your video is on
- ▶ Click on 'mute' to mute your line
- ▶ Click on 'stop video' to turn video off
- ▶ You are muted and your video is off
- ▶ Click 'unmute' to open your audio line
- ▶ Click on 'start video' to start your video

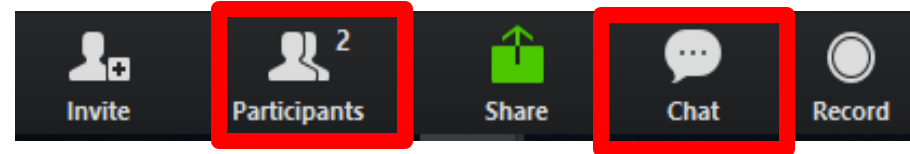
## Telephone

*On your telephone keypad...*

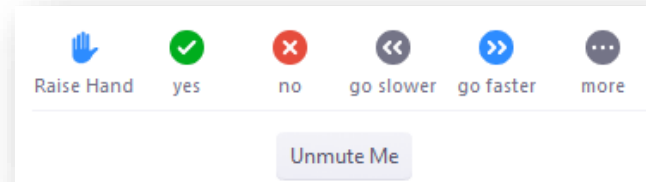
- Mute: \*6
- Unmute: #6

# Communicating in Zoom

Open Chat and Participant Panels



Use Status Emoticons to Raise Hand or respond “Yes” or “No”



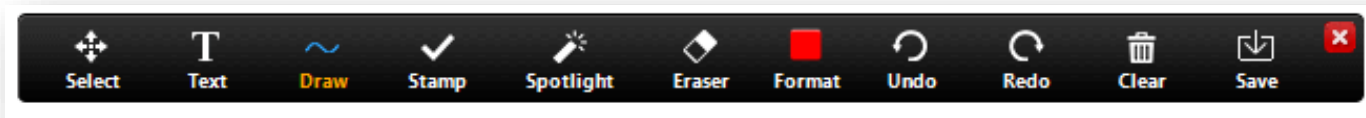
Use Chat to post questions or comments



Communication Icons are found in the Participant Panel

# Communicating in Zoom

Stamp – Allows you to add a shape like a checkmark or star on the screen



Text tool – Allows you to type

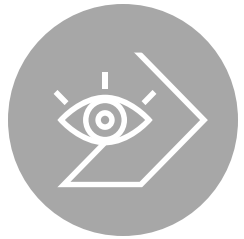
Eraser – Clear your annotations (click and drag)

# 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

**TODAY**



2. Your Board Value Proposition (BVP)



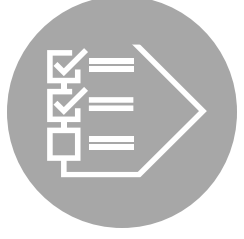
3. Your Board Impact



4. How to Land Your Next Board Role



5. Board Ready Basics



6. Action Planning



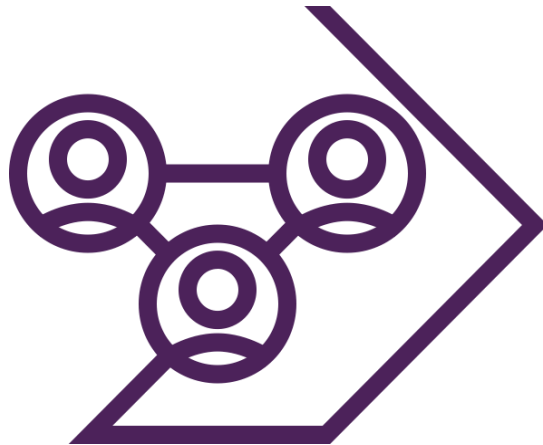
# Review of Module 1 – Finding your focus



## Post session resources:

- Player card guide
- Recommended Readings
- WGOB Board Career Planning tool
- Virtual meetings

# Breakout session– Check-in



In your breakout rooms, take 5 minutes each to share your key learnings to date

Identify a “reporter” to share with the larger group



# Key learnings – Peer sharing



**WRITE ON SCREEN:**

What were the key themes from your breakout group?

# Module 2: Your Board Value Proposition (BVP)

## Outcome:

- ▶ Understanding your personal strengths and opportunities with respect to Board service
- ▶ Laying the foundation for your elevator pitch

### TODAY

#### Online Session

- ▶ Beginning to build your Board Value Proposition (BVP)

### Homework

- ▶ Self assess against a “Board Skills Matrix Assessment Tool”
- ▶ Review / update your WGOB Board Career Planning Tool
- ▶ Read Board Package for Module 3
- ▶ Schedule 2 (two) virtual meetings
- ▶ Recommended Readings



# Building your Board Value Proposition

# What matters most?

**MARK ON SCREEN:**  
What do you think is most important to Boards in their selection criteria?



# Sample Board Skills Matrix components

## Behaviours

- ▶ Mentoring/ Leadership abilities
- ▶ Collaborating
- ▶ Self Confidence
- ▶ Self Management
- ▶ Critiquing abilities
- ▶ Listening skills
- ▶ Communication
- ▶ Strategic thinking
- ▶ Global perspective

## Domain Functional Expertise

- ▶ Legal
- ▶ Finance
- ▶ Tax
- ▶ Audit
- ▶ Accounting
- ▶ Marketing
- ▶ Strategy Development
- ▶ Information Technology/ Digital/Cyber
- ▶ Human Resources
- ▶ Engineering
- ▶ Operations
- ▶ Supply Chain

## Experience/ Knowledge

- ▶ Director experience
- ▶ Financial literacy
- ▶ Management oversight
- ▶ Risk management
- ▶ Compliance
- ▶ Corporate social responsibility
- ▶ M&A/JVs
- ▶ Divestitures
- ▶ CEO/C-Suite succession planning
- ▶ Transformational change
- ▶ Raising capital

## Industry

- ▶ Target industry
- ▶ Ancillary industry
- ▶ Related industry
- ▶ Regulatory
- ▶ Government

# Sample Board Skills Matrix - Equifax

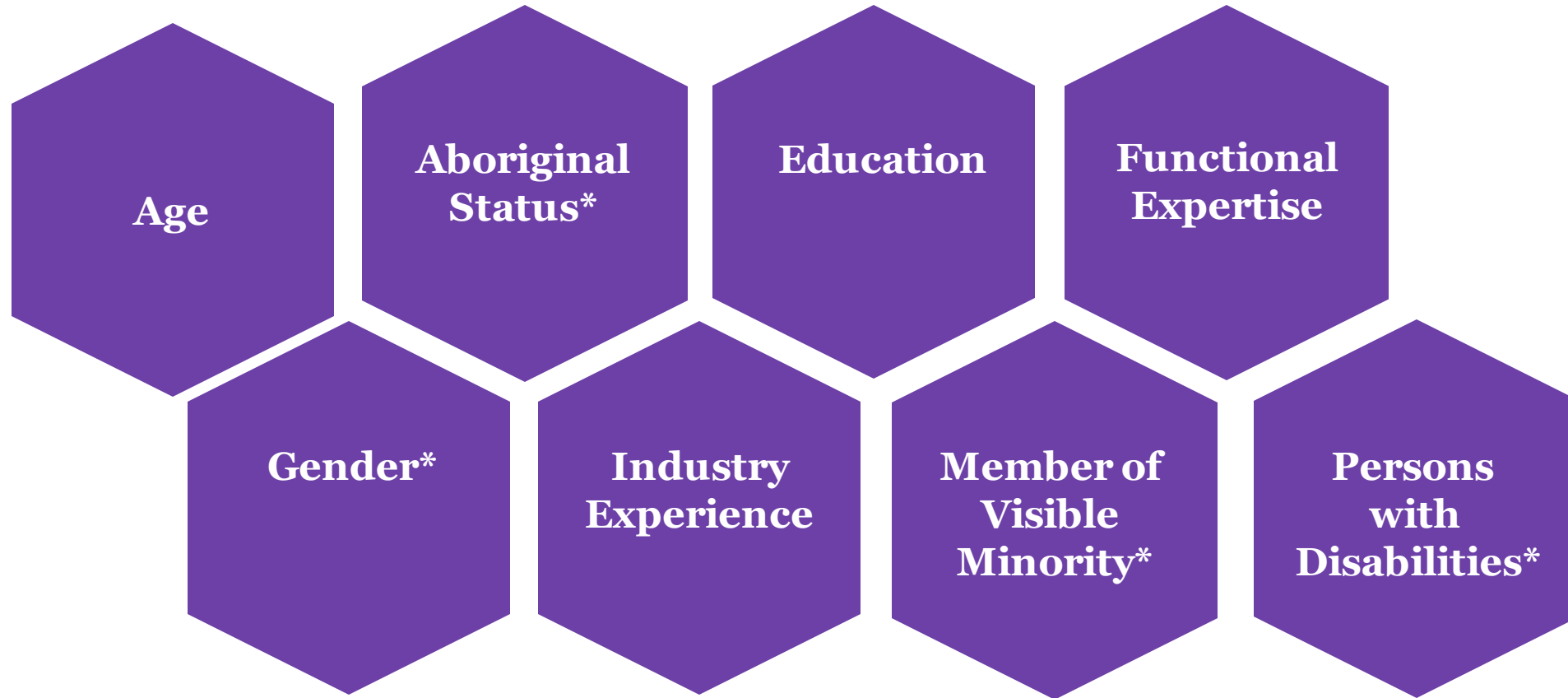


## Board Skills Matrix

The Board skills matrix below represents some of the key skills that our Board has identified as particularly valuable to the effective oversight of the Company and the execution of our strategy. This matrix highlights the depth and breadth of skills on the Board.

| Experience, Expertise or Attribute                  | Daleo | Driver | Feidler | Hough | Humann | Marcus | Marshall | McKinley | Smith | Stock | Templeton |
|---|-------|--------|---------|-------|--------|--------|----------|----------|-------|-------|-----------|
| <b>General Management &amp; Business Operations</b> | ✓     | ✓      | ✓       | ✓     | ✓      | ✓      | ✓        | ✓        | ✓     | ✓     | ✓         |
| CEO Experience                                      |       |        |         |       | ✓      | ✓      |          |          | ✓     |       | ✓         |
| CFO Experience                                      | ✓     |        |         |       |        | ✓      |          |          |       |       |           |
| CTO Experience                                      |       |        |         |       |        |        |          | ✓        |       |       |           |
| EFX Industry Knowledge                              | ✓     |        |         |       | ✓      |        |          |          | ✓     |       |           |
| Technology  |       |        | ✓       |       |        | ✓      |          | ✓        | ✓     |       | ✓         |
| Finance/Financial Industry                          | ✓     | ✓      | ✓       | ✓     | ✓      | ✓      | ✓        | ✓        | ✓     | ✓     | ✓         |
| Accounting  | ✓     |        | ✓       | ✓     |        | ✓      |          |          |       |       |           |
| Risk Management                                     | ✓     | ✓      | ✓       | ✓     | ✓      | ✓      | ✓        |          | ✓     |       |           |
| International Business                              | ✓     | ✓      | ✓       | ✓     |        |        | ✓        | ✓        | ✓     | ✓     | ✓         |
| Strategy Development                                | ✓     | ✓      | ✓       |       | ✓      | ✓      | ✓        | ✓        | ✓     | ✓     | ✓         |
| Mergers & Acquisitions                              | ✓     | ✓      | ✓       |       | ✓      | ✓      | ✓        | ✓        | ✓     | ✓     | ✓         |
| Consumer Marketing                                  |       |        | ✓       |       | ✓      | ✓      | ✓        |          | ✓     | ✓     | ✓         |
| Legal/Regulatory                                    |       | ✓      | ✓       |       |        | ✓      | ✓        |          | ✓     |       |           |
| Corporate Governance                                |       | ✓      |         | ✓     | ✓      | ✓      | ✓        |          | ✓     | ✓     | ✓         |

# Board Diversity



\* Source: CBCA-diversity disclosure for publicly listed companies in Canada effective Jan. 1, 2020



# Individual reflection – Build your Board Value Proposition

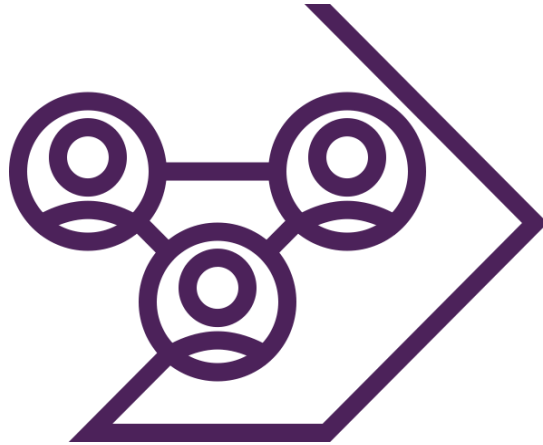
## Self reflection (10 minutes)

Provide examples of your experience and the value that you bring to a Board in each category:

- Experience/Knowledge
- Domain/Functional Expertise
- Industry
- Behaviours



# Breakout session– Build your Board Value Proposition



**20 minutes total:** In your breakout groups, take turns:

- One person shares their Board Value Proposition
- Others – write down the key areas they heard



# Questions – Open Forum

# Next step – Homework

**Outcomes from today’s session:** Understanding your board value proposition and the value add you bring to Board service and laying the foundation for your elevator pitch

## NEXT STEP

### Homework

- Self assess against a "Board Skills Matrix Assessment Tool"
- Review/Update your WGOB Board Career Planning Tool
- Read Board Package for Module 3
- ▶ Schedule 2 (two) virtual meetings with a peer attendee to discuss reflections/insights
- ▶ Recommended Readings\*

### \* Recommended Reading

Want to Join a Corporate Board

<https://www.forbes.com/sites/jillgriffin/2018/01/16/want-to-join-a-corporate-board-heres-how-part-one/#481569b82dd4>

Board Directors Value Proposition

<https://chiefexecutive.net/board-directors-value-proposition/>

The Silver Lining: Women on Boards and Tackling Climate Change

<https://www.linkedin.com/pulse/silver-lining-women-boards-tackling-climate-change-plotnick-ph-d/>

# Preview of Module 3



## Outcome:

- ▶ Gaining insight into your Board Impact – how you “show up”

## Objectives:

- ▶ To provide exposure to Boardroom dynamics
- ▶ To provide you with feedback and development tips on your Director-related behaviours, in a real life Boardroom scenario

# Module 3 – How it will work

## Tomorrow:

- ▶ You will be assigned to one of two Board meetings
  - ▶ Board Meeting 1: 11:00-12:45
- OR**
- ▶ Board Meeting 2: 12:15 – 2:00

## Day of:

- ▶ Board Meeting will begin PROMPTLY at the designated time, as though it is a real Board meeting
  - ▶ 45 minute Board meeting
  - ▶ 30 minute Board effectiveness review
  - ▶ 30 minute Self/Peer reflection

# 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, reducing brand and operational risk. Teams in more than 60 countries around the world leverage our proven programs and global experience to deliver tailored solutions to clients that align talent with the needs of their business.

LHH | Knightsbridge





# 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 700 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-profit boards and women who are preparing to become board-ready.

