

# Getting Board Ready

**Module 6: Action Planning**

March 8, 2022

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# Program overview - Getting Board Ready

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

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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

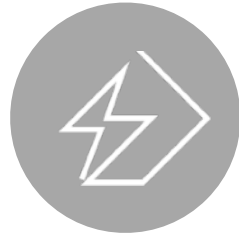
## Six online modules:



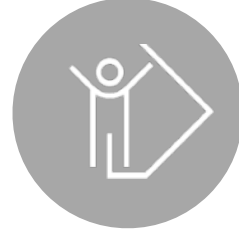
1. Finding Your Focus



2. Your Board Value Proposition (BVP)



3. Your Board Impact



4. How to Land Your Next Board Role



5. Board Ready Basics

**TODAY**



6. Action Planning

# Module 6: Action Planning



## Outcome:

- Refined Board Profile (Board resume, online presence)
- Refined Board Elevator Pitch
- Your Go to Market strategy (Network Mapping tool)

## TODAY

### Online Session

- ▶ Discussion with Corporate Directors in Residence and Q&A
- ▶ Revisit the Elevator Pitch
- ▶ Developing Your Go to Market Strategy, leveraging the Network Mapping Tool

## Homework

- ▶ Activate your plan!

# Introducing our Corporate Directors in Residence

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Norma Beauchamp  
Corporate Director



Anar Popatia  
Corporate Director

# Board Profile: Board Resume and Online Presence



Tip: Your Board Resume and Online Presence need to be consistent

- Review of Norma Beauchamp's Resume (in handout) and Online Presence

<https://www.linkedin.com/in/norma-beauchamp-icd-d-1442016/>

- Review of Anar Popatia's Resume (in handout) and Online Presence

<https://www.linkedin.com/in/anarshamjipopatia/>

# Revisiting the Elevator Pitch



## Reminder: 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”





## Breakout Session

In Pairs: Share your elevator pitch  
and provide feedback



# Large Group Sharing and Critiquing of Elevator Pitch





# Network Mapping

# 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

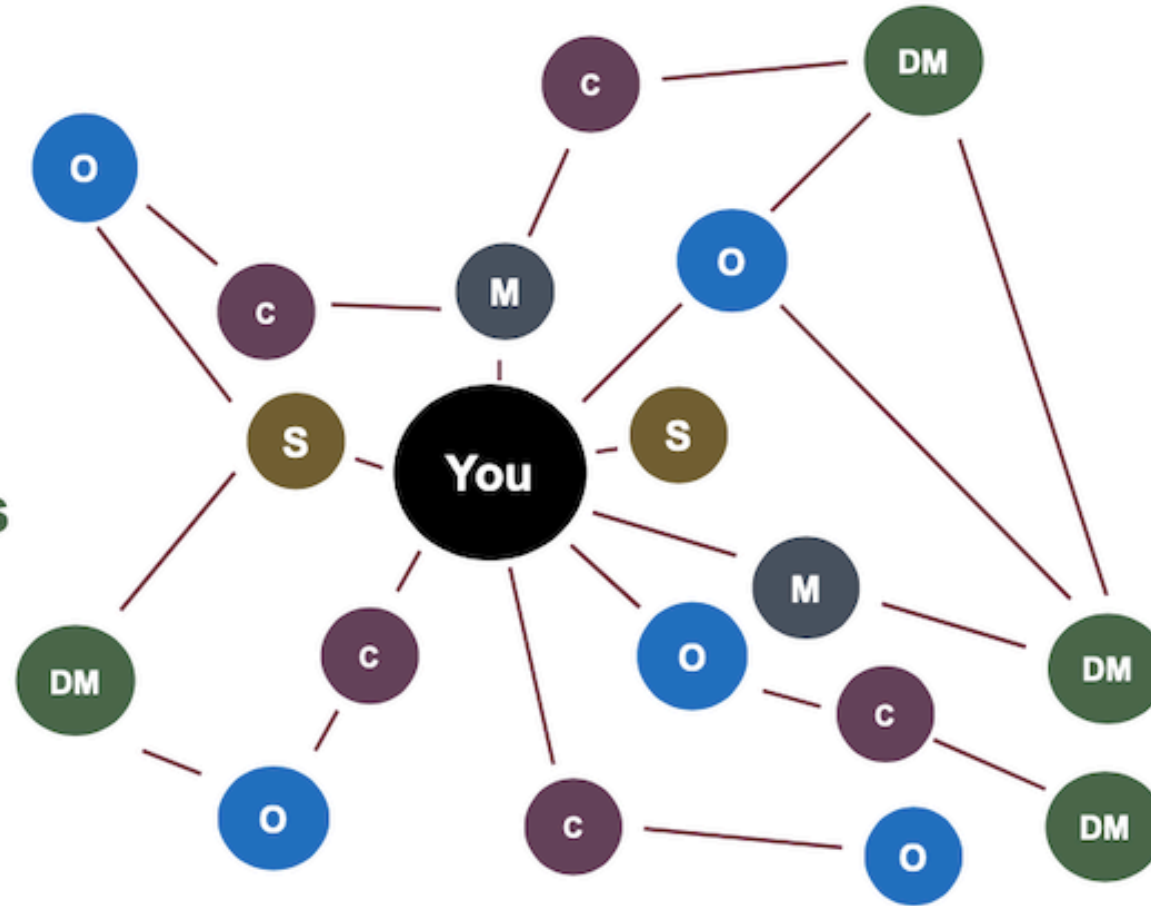
Where mentoring is about advising, sponsoring is about acting. Sponsors are typically Executive Sponsors inside your company. They are willing to put your name forward for board opportunities. Sponsors may also be individuals you have worked with in the past who believe in you. When you are looking for 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.

# Mapping Your Way To A Board

**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.

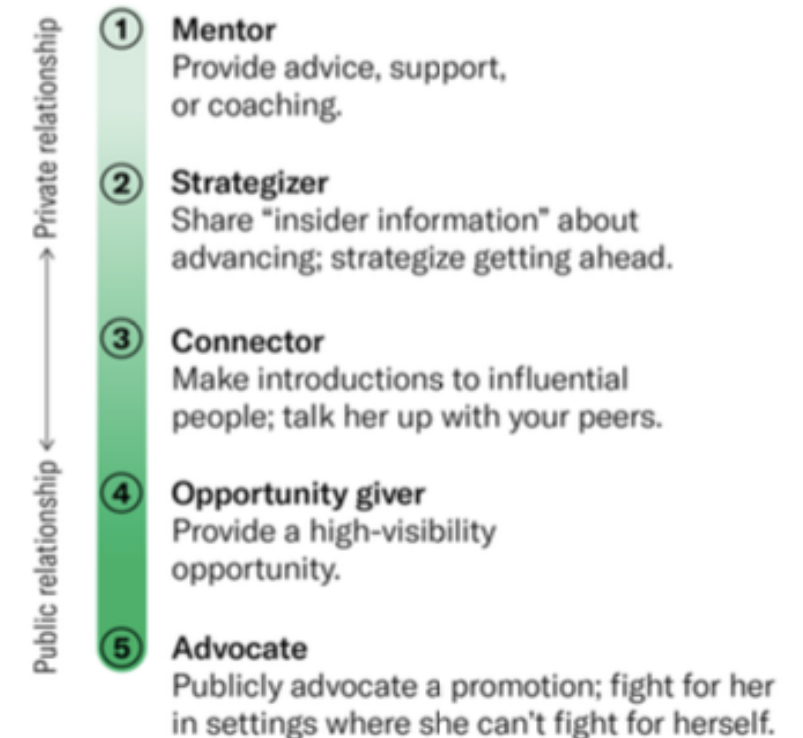
# Mentorship-Sponsorship Spectrum



- 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.

## 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.



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

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

# Mapping Your Way to a Board



**Think about your network and how you might be connected to one of the Board members.**

- Nexus points (i.e. law firms, accounting firms, other service providers)

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





# Open Forum Discussion

# Congratulations – Camera Ready

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# 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.

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"I didn't get there  
by waiting for it  
or hoping for it, but  
by working for  
it."  
- Ellen Lovick

Penna



# 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 800 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.

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