



WGOB Mentorship Program Mid-Term Session

September 12, 2023

Facilitator:

Deborah Rosati, FCPA, FCA, ICD.D, GCB.D
Founder & CEO, Women Get On Board Inc.

Agenda

5:00 pm -5:10 pm | Welcome & Reflection from Session 2

5:10 pm -5:35 pm | Position Your Board Offer (Breakout Groups with Mentees & Mentors)

5:35 pm -5:55 pm | Discussion from Breakout Groups

5:55 pm -6:00 pm | Thank you to our Mentors

6:00 pm -6:30 pm | Get Board Interviews with with Deborah Rosati & Sharon Castelino

6:30 pm -6:50 pm | Q&A

6:50 pm- 7:00 pm | Wrap Up



Welcome & Reflection

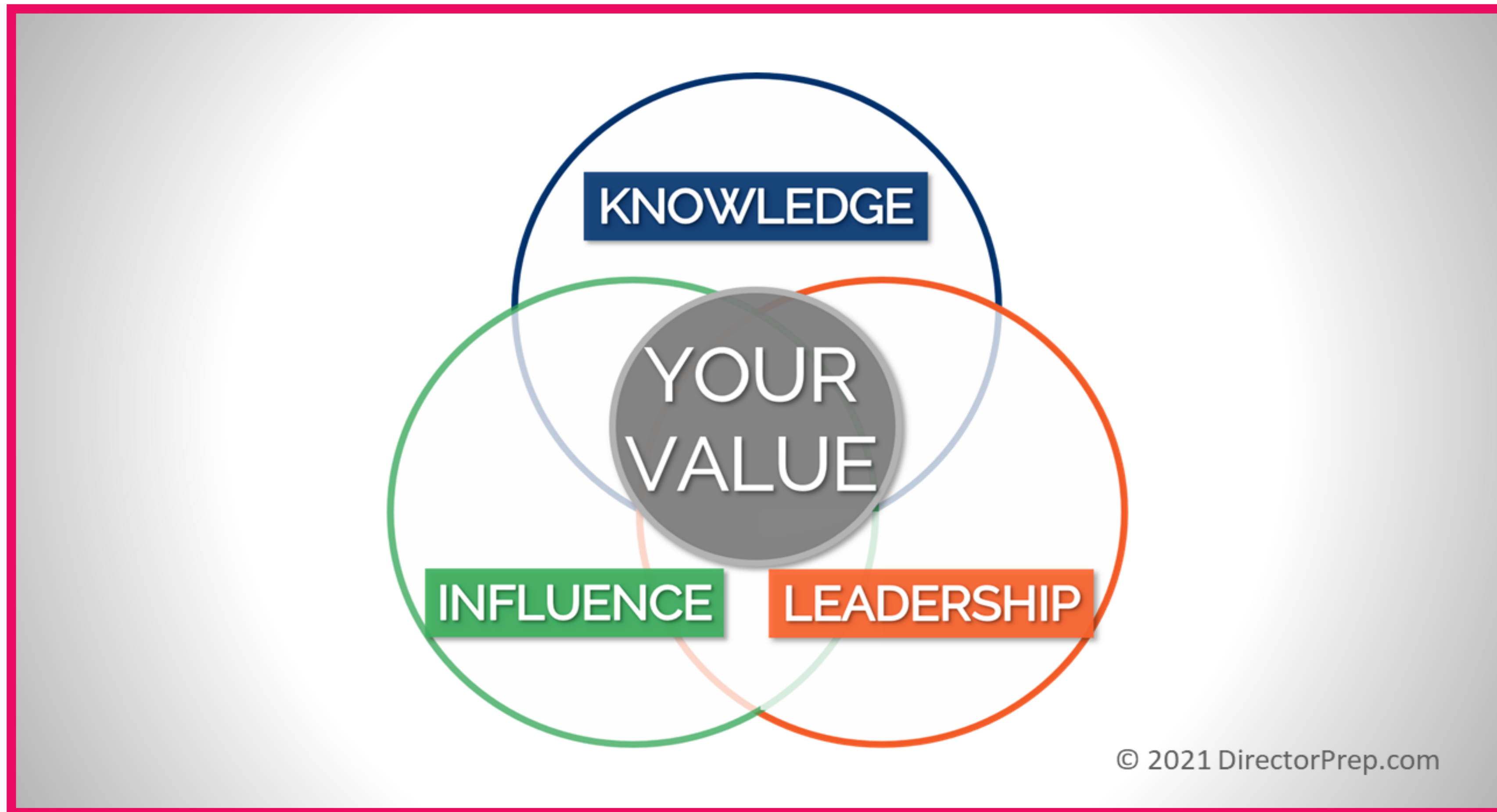


Guided Mentoring: Key Learnings

1. Master the Foundations of Board Service ✓
2. Position Your Board Offer ✓
3. Get Board Interviews ←
4. Ace Your Board Interview



Reflection-Your Board Value



Breakout Groups

Position Your Board Offer



Group Discussion

Position Your Board Offer



Thank you to our Mentors!

Allison Mendes

Amy Freedman

Connie Carras

Marilyn Spink

Michelle Banik

Natascha Kiernan

Qi Tang

Sham Madhok

Jenny Alfandary

Kelly McDougald

Kristi Honey

Mackie Vadicchino

Sharon Castelino

Susan Jones

Tara McCarville

Theresa Firestone

Tracy Primeau



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

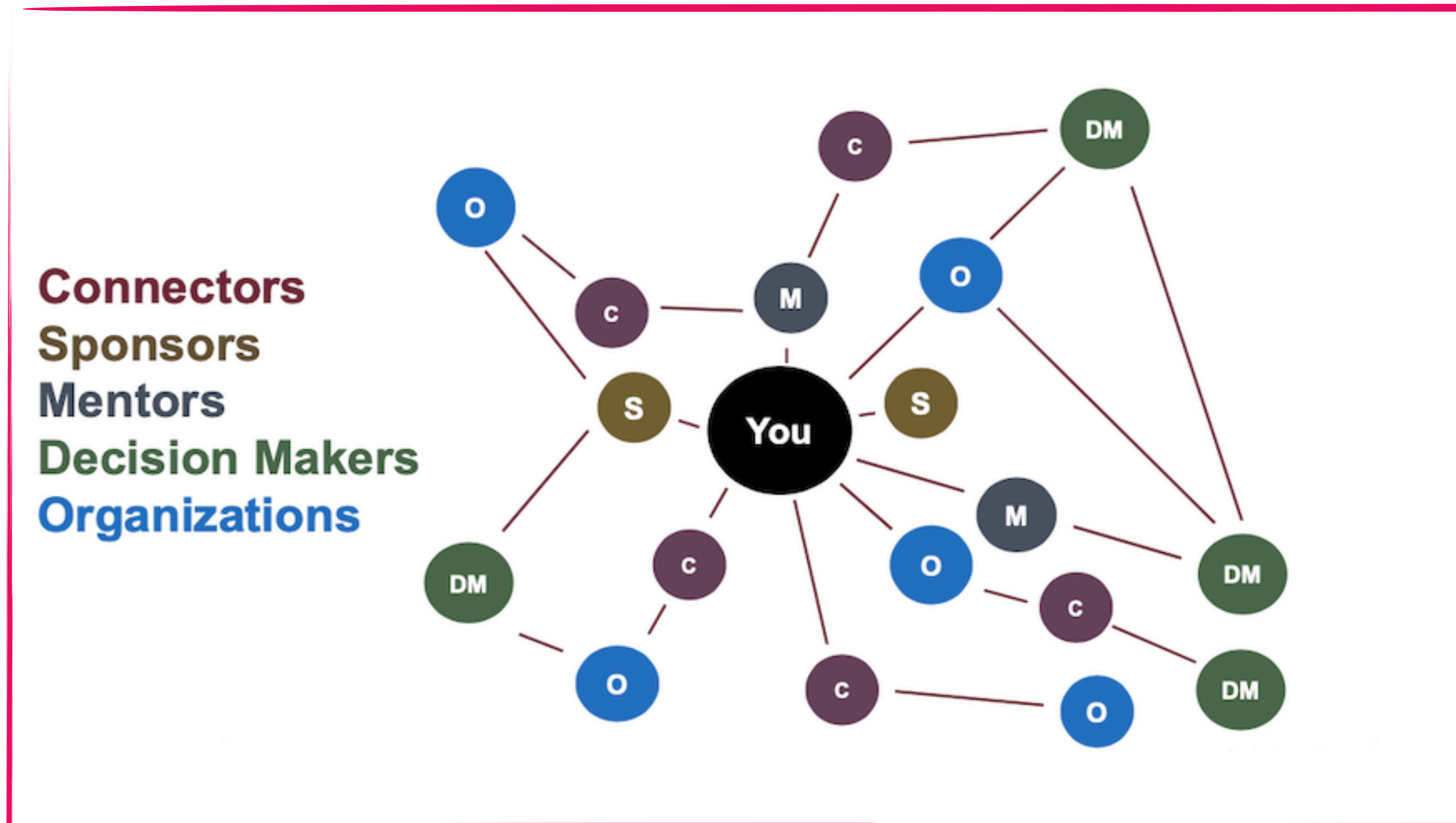
Where mentoring is about advising, sponsoring is about acting. Sponsors are typically Executive Sponsors inside your company. They are willing to put your name forward for board opportunities. Sponsors may also be individuals you have worked with in the past who believe in you. When you are looking for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



Mapping Your Way To a Board



The Importance of Being a Good Connector, Mentor & 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

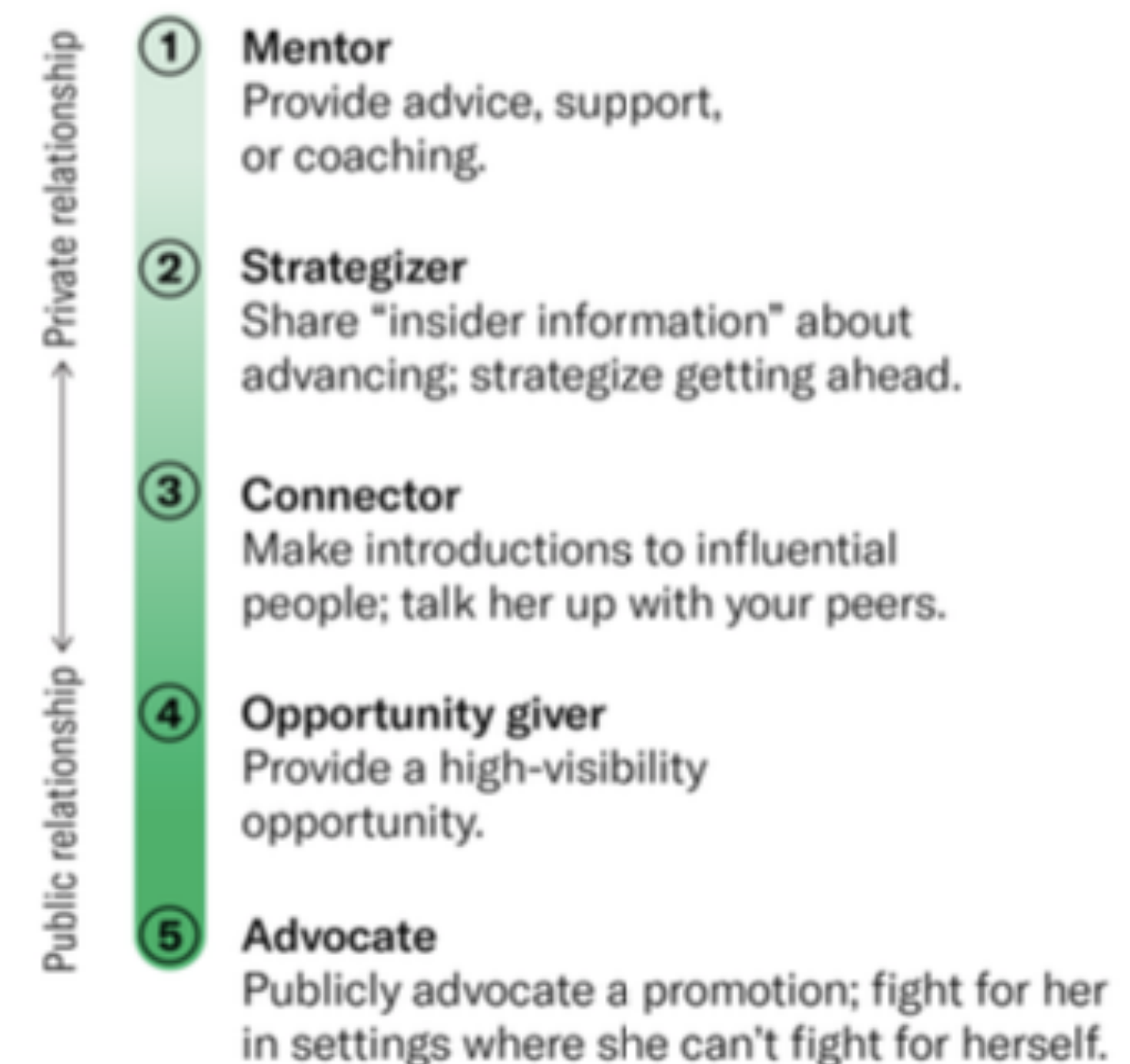
- You may have an opportunity to turn your **connectors** into **advocates**.
- Sponsors tend to get stuck in the middle of the spectrum.
- Find out what is holding them back from advocating for you.

*“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



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.



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 Examples

- **Deborah Rosati, FCPA, FCA, ICD.D, GCB.D, CCB.D - [Board Resume & Board Profile](#)**
- **Sharon Castelino, MBA, LLM, ICD.D - [Board Resume](#)**
- **Barbara Boyd, CPA, CA, ICD.D. - [Board Resume](#)**
- **Kristi Honey, B.MGMT, MBA, ICD.D - [Board Resume](#)**
- **ICD Directors Register - [Board Resume Sample](#)**
- **The Deborah Rosati Blog: [Building Your Board Resume FAQs](#)**
- **WGOB E-Guides:**
 - [How to Build Your Board Resume](#)
 - [Writing a Board Cover Letter](#)
- **Ask your Mentor for their board resumes & ask for their input on yours**

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Founder and CEO Women Get On Board Inc. & Corporate Director

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<http://deborahrosati.ca>

Deborah Rosati, an award-winning corporate director and entrepreneur, has been defined in three interconnected ways throughout her 35-year career – as a corporate governance champion, catalyst for change and community builder.

As the founder and CEO of **Women Get On Board Inc. (WGOB)**, an 850-member social-purpose company, Deborah is building a community of the next generation of women corporate directors, advancing equity, diversity & inclusion (EDI), collaboration, courage, and confidence in the boardroom. Fueled by women holding only 26% of TSX-listed companies' board seats,* WGOB amplifies the voices of women leaders, board members and professionals across Canada through education, mentorship and allyship. It's been called **The Power of Three** – one woman in the boardroom is a token, two is a presence, and three is a voice.

Deborah is a leading and serving corporate director and has chaired many public company audit committees and nominating & corporate governance committees. In addition, Deborah has led and served on numerous special committees with various mandates (including going public, going private, M&A, restructuring and special investigations). Deborah's passion for good governance and board diversity is rooted in her board journey when she was often the only woman in the boardroom. These first-hand experiences cemented Deborah's conviction that having more women on boards makes better business sense.

Never satisfied with the status quo, Deborah always seeks ways to challenge expectations and drive change. She brings an environmental, social and governance (ESG) lens to every board she serves on, as she believes in the power and responsibility of business to change our world for the better.

Deborah's commitment to sustainable change and empowerment, deep governance and financial expertise and dynamic personality has made Deborah a sought-after thought leader and speaker – her thought leadership on corporate governance, sustainability, EDI and social impact is profiled on her website: <https://deborahrosati.ca/>

Deborah's social purpose is to get more women on boards – one woman and one board at a time.

BOARD CANDIDATE HIGHLIGHTS

- A certified Corporate Director (ICD.D), global designated ESG Director (GCB.D), global designated climate & biodiversity Director (CCB.D) accomplished Entrepreneur and Fellow Chartered Professional Accountant (FCPA)
- Over 35 years in high growth and transformational companies in the Technology, Consumer, Retail, Cannabis, Life Sciences, Private Equity and Venture Capital industry sectors
- Proven value and contributions to effective corporate governance, M&A, restructuring, going private and equity financing (private and public) transactions
- Creative and resourceful in business leadership, board interactions and collaboration in strategic transformations
- Forward-thinking in corporate governance and leadership roles from start-up to scale-up to public companies within emerging, established and regulated industry markets
- A steadfast advocate of modern corporate governance, sustainability, ESG and board diversity
- Founder and CEO of member-based social purpose company Women Get On Board Inc.
- Deborah's recent awards include:
 - Honorary Doctorate of Laws-Brock University, June 2023
 - Canadian Women Entrepreneur (CWE) Award-Gender Equity in the Workplace, 2023
 - SustainabilityX Magazine's Inaugural Global 50 Women in Sustainability Award, 2022
 - WXN's Top 100 Canada's Most Powerful Women: Entrepreneur (2021) and Corporate Director (2012)
 - 2020 "Director to Watch."

STRENGTHS & EXPERTISE

- Board Leadership & Collaboration
- Financial Expertise
- Sustainability, ESG & Board Diversity
- Corporate Governance
- Financing (Equity & Debt/Private & Public)
- Transformation (M&A/Digital/Operations/Restructuring)
- Corporate Strategy
- CEO and Board Succession
- Entrepreneurship

THOUGHT LEADERSHIP

- Board Diversity, Sustainability, ESG
- How to Get Yourself On a Board
- Elevating Your Board Effectiveness
- Financial Intelligence in the Boardroom
- Ethical Intelligence in the Boardroom

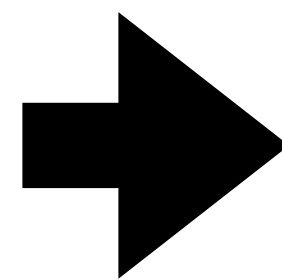


Q&A



Expectations & Next Steps

- Book your next quarterly virtual session with your Mentor
- Work on your board value proposition & your board resume
- Think about ways to network your way onto a board
- Network with your fellow Mentees



Networking Session - Mentees Only
November 14, 2023 | 5:00 -7:00pm ET



Thank you!



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Laura English at laura.english@womengetonboard.ca