



BOARD DIRECTORSHIP – ENHANCING YOUR BOARD OPPORTUNITIES

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Board Progression

- Not-for-profit Board director
- Hospital/university/community college/association Board director
- Crown corporation Board director
- Private company Board director
- Publicly traded company Board director

Knowledge / Skills / Experience

- Business and Leadership experience:
 - as President, CEO, Managing Partner, COO, CFO
 - as Entrepreneur
- Specific functional skills:
 - financial, legal, risk management, compensation
- Core industry experience
- Corporate Governance knowledge
- Core Competencies for Director Effectiveness from ICD

See Appendix A

Your Board Resume

- Your marketing and communications document
- 2 Styles:
 - Board profile with background summary
 - Board profile with the traditional employment resume

See Appendix B

Your Marketing Plan:

Identify and Research Your Targets

- Identify realistic goals
- Target boards according to sector
- Conduct due diligence on your target companies and organizations
- Refer to websites such as public sector sites

Your Marketing Plan:

Develop Your Profile for Board Service

- Your “brand”
- Your industry experience with geography
- Your core competencies/areas of expertise
- Your value proposition (what you can do for the Board)
- Your target summary



Your Marketing Plan:

Contact Your Network

- Be proactive, seek advice and industry intelligence from your network
- Identify someone who could 'mentor' you to the next opportunity
- Ask your network to identify individuals who influence or make decisions on your target companies
- Build & leverage your network for a broader reach

Your Marketing Plan:

Contact the Search Firms

- Advise the Board Director recruiters what you bring to a board and what boards you are targeting to engage them in your process

The Business Meeting (The Interview)

- Often informal and group meetings or interviews
- Evaluate competencies and fit
- Boards will 'invite' you to join
- General interview questions

See Appendix C