



Webinar

How to break into the boardroom

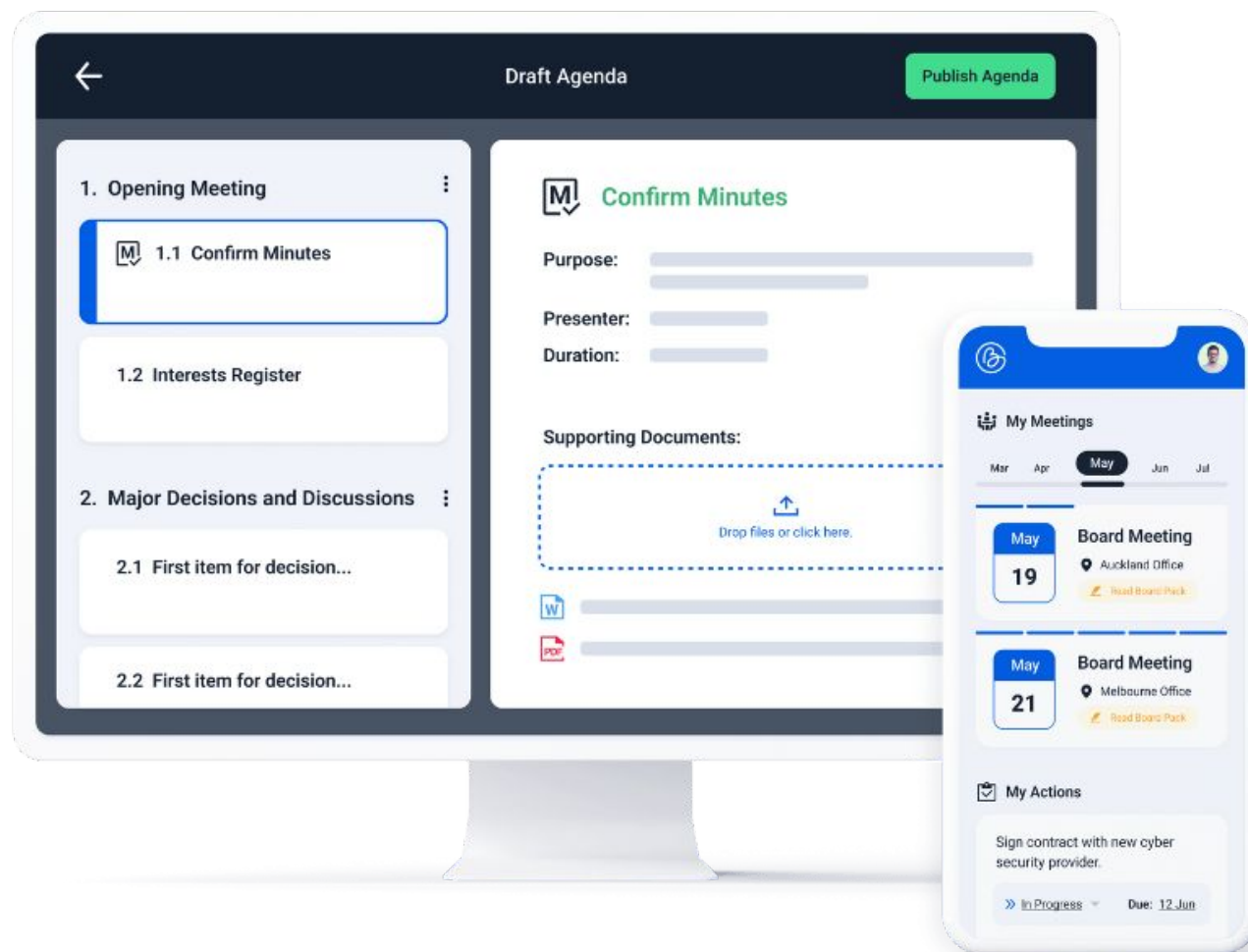
Part 1: Where and how to start your
board career





BoardPro™

The main logo for BoardPro, featuring a large blue stylized 'B' inside a circle on the left, followed by the text 'BoardPro' in a bold, black serif font with a trademark symbol (TM) to its upper right.





**Making the fundamentals of
governance free and
easy to implement**



Lisa Cook

Managing Director
Get on Board Australia



Steven Bowman

Managing Director
Conscious Governance

Today

01

Define your destination: set a realistic and achievable Board Goal.

02

Articulate your personal value proposition that will make you attractive to your desired boards.

03

Develop a strong personal brand that instantly communicates who you are and what you are about.

04

Build a compelling board resume to help you land your ideal board role.



Why we start here

- Avoids a scattergun approach
- Removes the 'if you hear of a board opportunity, keep me in mind' method
- Makes the whole process more efficient and effective
- Helps you achieve your board goals with and through others (recruiters, people in your network, etc.)
- Improves the odds of you getting onto the right board at the right time





What *is* the right board?

→ Set your board goal.

→ Two approaches:

- Intersection Approach: considers the sweet spot where your expertise, your interest, and opportunity intersect.
- Organisation-Centred Approach: driven by the type of organisation and/or the organisation's phase or stage of business cycle and which of these you know that you could add the most value.





Why *me*?

- Articulate your unique value proposition: Your unique and specific blend of skills, expertise, abilities, personality, and network.
- A good UVP considers: the target (board goal), the problem/pain-point you solve (your zone of genius), and why you're better than your competition.
- Examples provided and seven questions to answer to understand your UVP

UVP Examples

01

I help technology-based organisations to sustainably grow fast by building nimble and secure financial frameworks. – *for a finance expert looking for fast-growing, tech company boards.*

02

I protect ideas to give start-up organisations the confidence to launch innovative products globally. – *for an IP lawyer looking for start-up boards that sell products internationally.*

03

I enable established organisations to grow and enter new markets through implementing effective and innovative sales and marketing campaigns. – *for a marketing/sales professional looking to join the boards of established companies that are ready to try new techniques to help them continue to grow*

Seven Questions to identify your UVP



01

What do I know that I am inherently good at? What comes naturally to me?

02

What projects or assignments am I asked to work on?

03

What subjects / areas / topics do people ask for my advice on?

04

What excites and interests me?
What can I do for hours that only feels like minutes?

05

What are the significant professional/work achievements that I have made to this point in my career?

06

How have I made a significant impact to the organisation and its achievement of strategic and financial goals?

07

Who is a trusted advisor that I can ask what they observe as my key strengths and attributes?



A strong personal brand

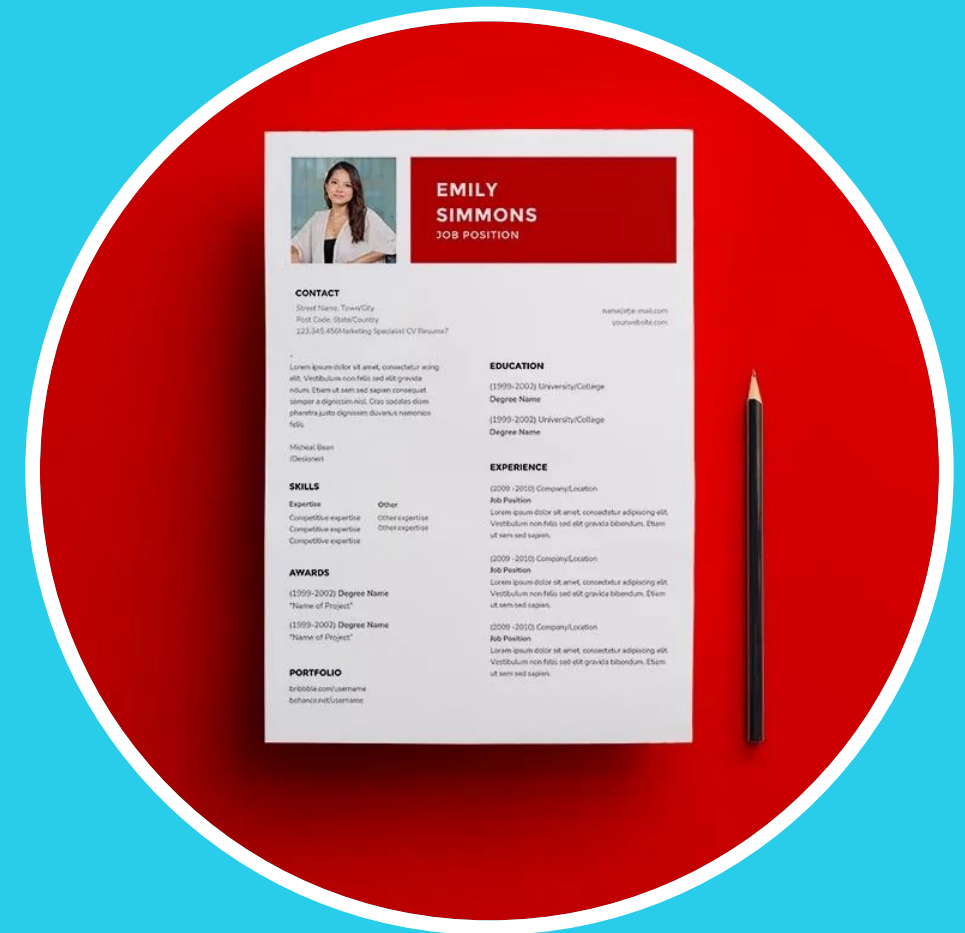
- Your board goal(s) and UVP are reflected through your personal brand.
- Create brand assets that align with and reinforce your UVP and are attractive to your potential boards: your board resume, your LinkedIn profile, your business card, your appearance, your work, and your reputation.
- Develop an elevator pitch and extended elevator pitch to answer the questions “What do you do?” and “How do you do that?”.
- Your personal brand tells a story about you - you want to make sure it's the right story, for the right people.
- Board appointments regularly come through recommendations and referrals, and having a strong personal brand can support these endorsements.





Your Board Resume

- Tailor it to the board/organisation and opportunity you are applying for.
- Prepare your board cv from the perspective of the board: focus on your key achievements that align with your UVP and the skills and attributes you are highlighting (and the ones they are interested in).
- Keep it concise: 2 pages.
- Proofread.





Highlighting your UVP



01

Mainly communicated via your professional key achievements (or board-related key contributions) and selected key skills and attributes.

02

Connect the two: provide quantifiable evidence to back up your claims.

03

Keep it RELEVANT. What is relevant?



Key Achievement Examples

01

Instead of: Team lead for the XYZ project.

Consider: Implemented the XYZ system delivering on the projected \$X in savings.

02

Instead of: Answered customer questions.

Consider: Contributed to customer retention rate of 98% by providing authoritative and complete answers to questions.

03

Instead of: Managed \$150,000 business unit.

Consider: My \$150,000 business unit grew revenue by 27% year-over-year, with a profit growth of >15% annually, and increased market share from 15% to 35%.



Homework

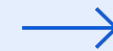
Use the resources to set your board goal.



Articulate your UVP



Start writing your board resume (key achievements and key skills and attributes).





Webinar - Part 2

Create an effective and efficient networking strategy to find the right events and opportunities to build and expand your network.

Identify and create board opportunities that come to you.

Learn due diligence practices to make sure you end up on the right board at the right time.

March 14 : 12:00pm NZDT | 10:00am AEDT



Lisa Cook

in www.linkedin.com/in/lisamcook



Steven Bowman

in www.linkedin.com/in/stevenbowmangovernance



Thank you

