

SEPTEMBER 2020



VELL | BOARDS

A PRESENTATION FROM VELL EXECUTIVE SEARCH INC.

FIVE STEPS TO YOUR NEXT BOARD SEAT - A VELL PRESENTATION

Strategies & Tactics - Big & Small

Objective:

Finding Your Next Board Seat: Strategies & Tactics

Contents:

Step 1 – Uncover your unique value and experience

Step 2 – Determine boards to target

Step 3 – Strengthen your personal brand

Step 4 – Formulate a comprehensive go to market approach

Step 5 – Fill skills gaps – Continuous learning

List of Organizations, Websites & Resources

List of Sources & Inspiration

STEP ONE – YOUR UNIQUE VALUE

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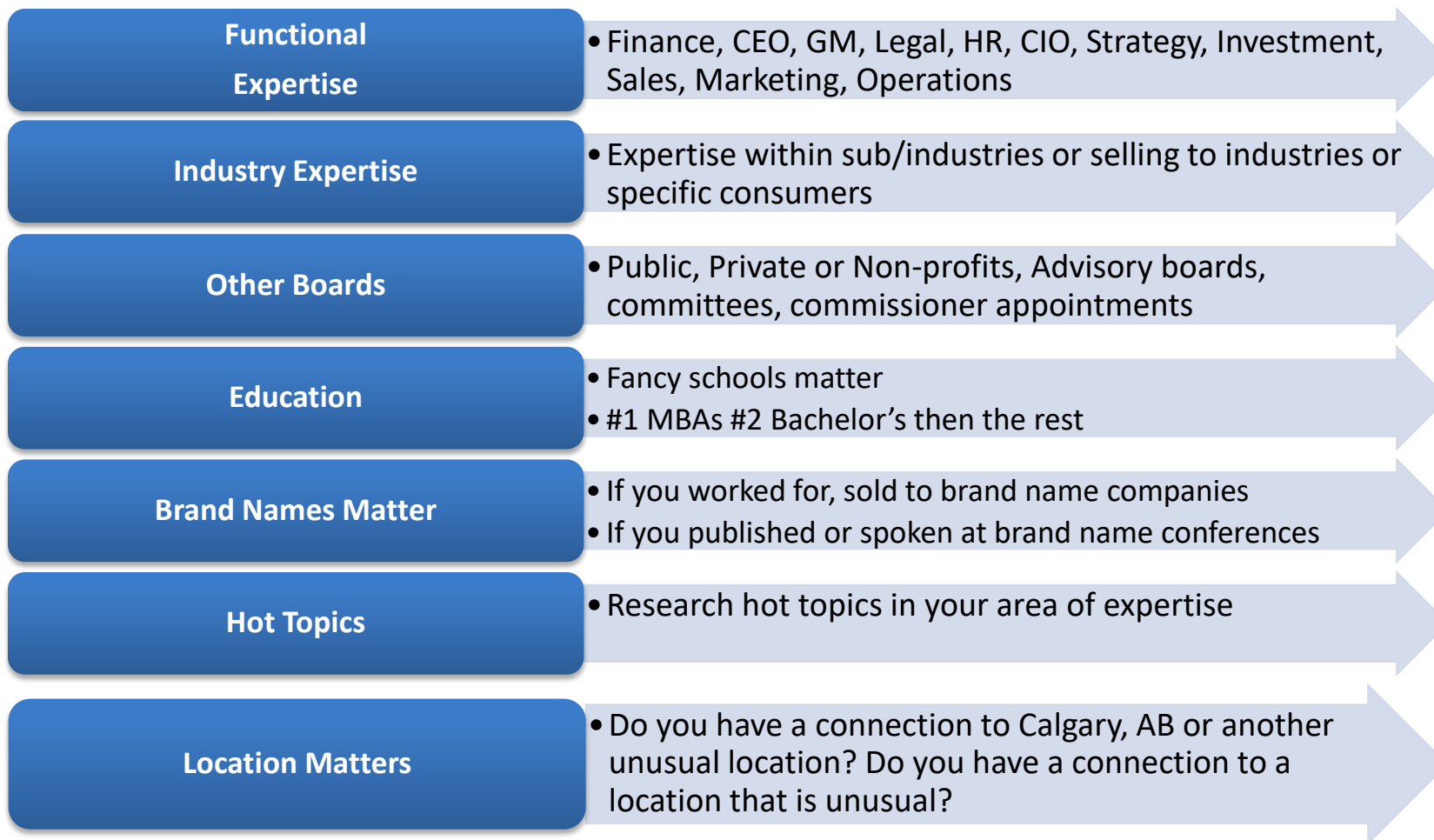
What is your unique value and expertise? It's probably NOT what you think and/or value...

- ❖ Valued skills for your career ARE NOT THE SAME as valued skills for boards... and this may shock you...
- ❖ What book would you write?
- ❖ Don't confuse real estate of time with real estate of space in your profile
 - ❖ The intern and the viral video
- ❖ Treat skills and experience with a factual approach: when looking for a pilot we want to make sure she can fly the plane. Soft Skills come later...
 - ❖ The vice chairman and the page of EQ
 - ❖ The GM that was not...
- ❖ Organize experience in categories
- ❖ Too old? Too young?
- ❖ Diversity: it is not always discrimination... but even if it is, learn what to do
 - ❖ The angry CFO that wasn't being discriminated

STEP ONE – YOUR UNIQUE VALUE



Map your Board DNA Profile



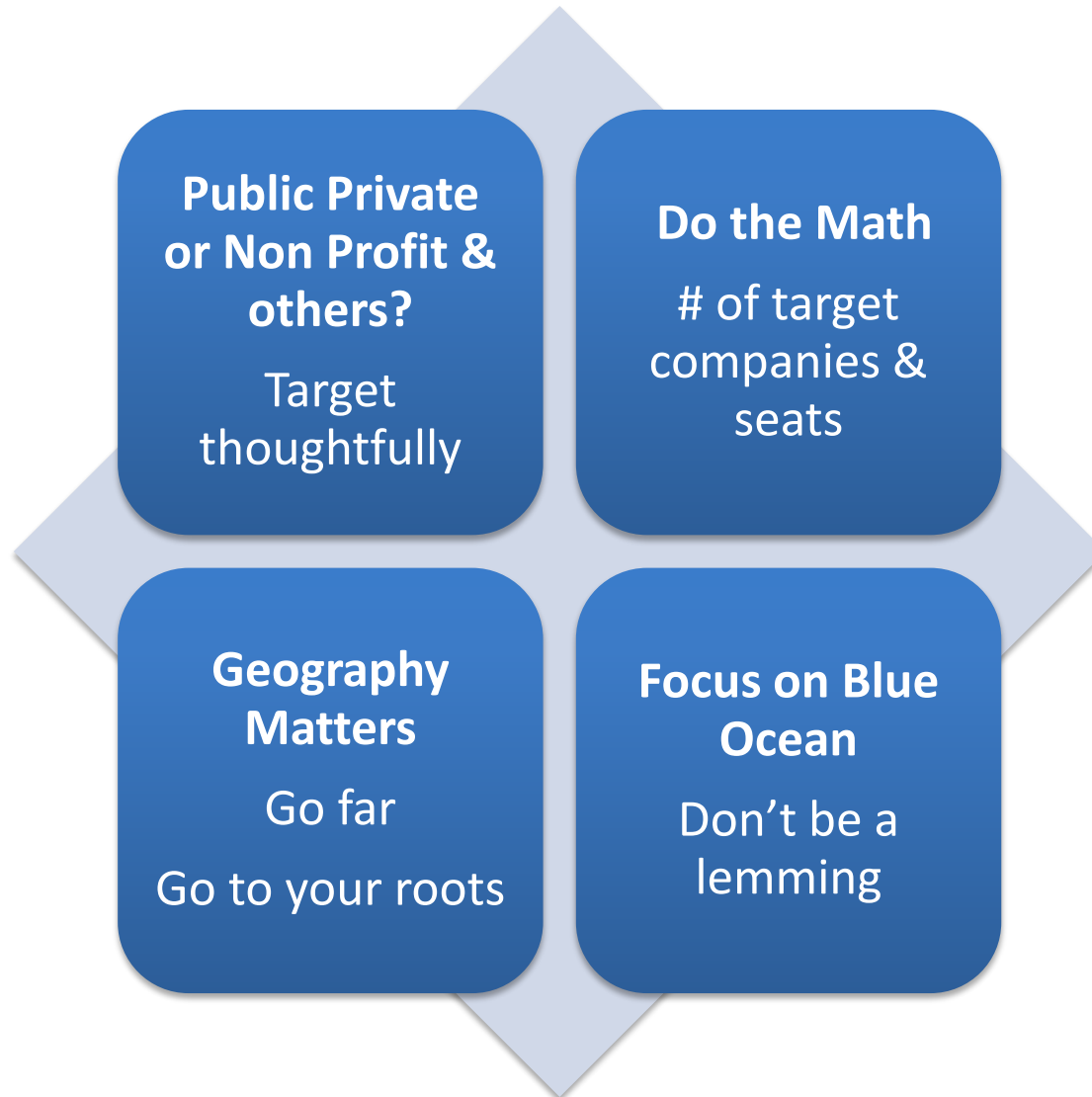
Sample Hot Topics – Tech Hot Topics

Source: Deloitte textual analysis of 7000+ Public companies

- ❖ **Emerging technologies** (e.g., bitcoin, blockchain, cognitive computing, artificial intelligence, augmented reality, Internet of Things)
- ❖ **Core/legacy systems** (e.g., legacy IT, legacy systems, core systems, application modernization)
- ❖ **Security and privacy** (e.g., security, privacy, privacy policy, risk management, cyber, cybersecurity, customer privacy, data breach, CISO)
- ❖ **Analytics and insights** (e.g., data analytics, data insights, artificial intelligence, big data, business intelligence)
- ❖ **Cloud** (e.g., cloud, software as a service, platform as a service, infrastructure as a service, names of key technology firms and their products) Enterprise resource planning (e.g., enterprise resource planning, ERP, names of key technology firms and their products)
- ❖ **Customers** (e.g., customer, customer relationship management)
- ❖ **Ecosystem** (e.g., ecosystem technology partner, technology ecosystem, technology vendor)
- ❖ **Technology-enabled business/digital transformation** (e.g., digital innovation, digital transformation, technology disruption, technology innovation, technology road map, technology transformation)
- ❖ **Technology strategy** (e.g., technology strategy, IT strategy)

Adapted from: Deloitte study: “Bridging the Boardroom Technology Gap” & Vell Executive Search “Want a Tech Board Seat?”
Take a look at our Study


STEP TWO – BOARDS TO TARGET




STEP THREE - STRENGTHEN YOUR PERSONAL BRAND

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Research people on boards with similar profiles, but don't be a lemming either. Think creatively.




Become a recognized subject matter expert. Be found as the expert in the Subject Matter.



Search yourself – on the internet, special engines, the deep web



Keep up your LinkedIn presence, a good pix and have a good contact email/ phone number even if someone is not connected to you



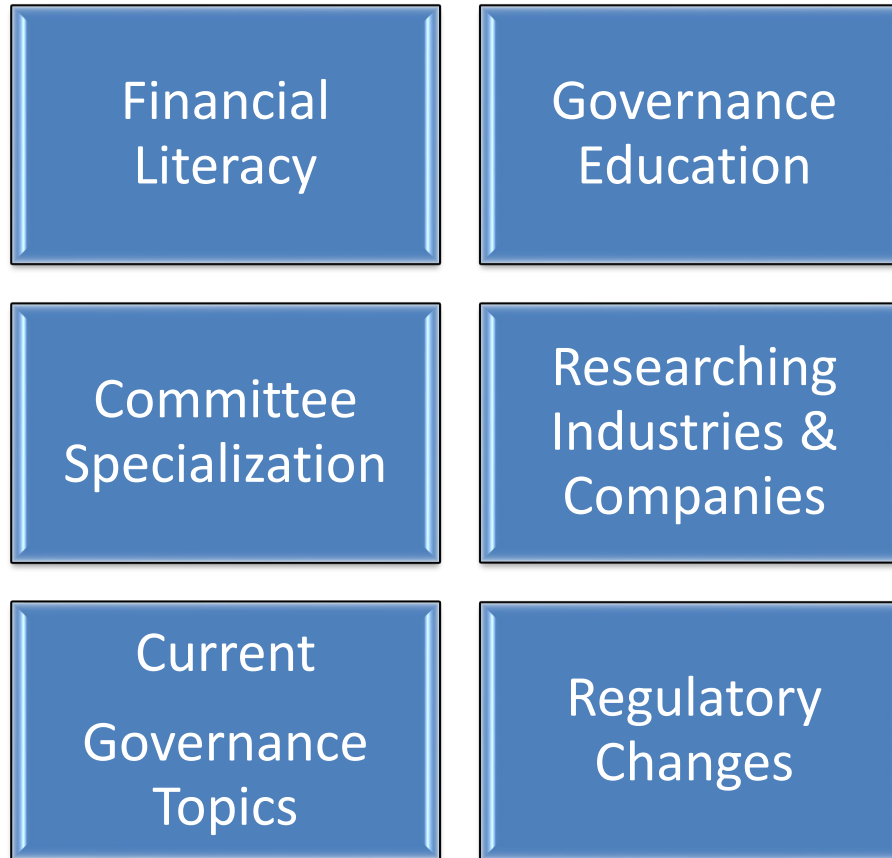
Have a great resume & bio - go to a professional

STEP FOUR – COMPREHENSIVE GTM APPROACH



STEP FIVE— CONTINUOUS LEARNING

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LIST OF ORGANIZATIONS, WEBSITES & RESOURCES



This list was primary created from the NACD Directorship article September / October 2017, Page 45.
It is primarily a list for diversity candidates

- ❖ The Alliance Board for Diversity
- ❖ Ascend
- ❖ Athena Alliance
- ❖ Broadrooms (Clarah Shih website)
- ❖ Catalyst
- ❖ Kellogg School for Exec Women, Northwestern
- ❖ Committee for Economic Development
- ❖ Corporate Women Directors International
- ❖ DirectWomen
- ❖ Equilar (Diverse Director Data Source)
- ❖ Exec Leadership Council (African American)
- ❖ Hispanic Association for Corporate Responsibility
- ❖ ION
- ❖ Latino Corporate Directors Association
- ❖ Paradigm for Parity
- ❖ Stanford Women on Boards Initiative
- ❖ The Thirty Percent Coalition
- ❖ 30% Club
- ❖ 2020 Women on Boards
- ❖ University of North Carolina Law Director Diversity

- ❖ Women Corporate Directors Initiative
- ❖ Wellesley Business Leadership Council
- ❖ Women in the Boardroom
- ❖ Women's YPO
- ❖ The Boston Club

General Organizations/ Publications

- ❖ NACD & NACD Directorship Registry
- ❖ Institute for Corporate Directors (Canada)
- ❖ Agendaweek.com (TR Publication)
- ❖ The Corporate Board www.corporateboard.com
- ❖ Reverse retained search - Crenshaw Associates
<http://www.crenshawassociates.com/> (Price \$75k+)
- ❖ Resume / Background / Skills – Ernie Zissis
Ernest Zissis, 978.546.2929 / 617.877.9978 c/
ez@ezissis.com
- ❖ ISS

Note: for service providers listed, we have no financial relationship, directly or indirectly. We have had good experience but are not endorsing or recommending them. Your due diligence is your own.

- ❖ Want a Tech Board Seat? Take a Look at Our Study, Vell Newsletter 2017/11 – [Link to Vell Newsletter - Want a tech board seat?](#)
- ❖ Women Board Members in Tech Companies, Strategies for Building High Performing Diverse Boards, 2018, Vell Executive Search – report available upon request and for download. [Link to Vell Report - No Info Required for Download](#)
- ❖ The Corporate Board – Women Board Members and Technology Companies, March 2018, Reprint available upon request.
- ❖ NACD Director FAQ - Finding Your Next Board Seat
- ❖ Board Diversity: the Power of Three, NACD Directorship, March/ April 2013
- ❖ A Field Guide to Bad Directors, NACD Directorship July/August 2018
- ❖ Achieving Gender Parity, NACD Directorship, September/October 2017
- ❖ Mapping your professional DNA, NACD Directorship, September/October 2017
- ❖ Deloitte study: “Bridging the Boardroom Technology Gap” - [Link to Deloitte Study](#)
- ❖ Three Reasons Most Candidates Don’t Find Board Seats, NACD Directorship, July/August 2017
- ❖ The Power of Your Personal Brand, NACD Directorship, September/October 2017

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