How to get on a board?

Claire Braund
Executive Director Women on Boards
What is Women on Boards?

- Social enterprise for increasing gender diversity on boards
- Active network for women seeking directorship and leadership roles
- Provider of brokering & professional development services
Directorship Opportunities
Why boards?

- Value-adds you as an employee
- Creates a point of difference
- Keeps you in the loop
- Good corporate outreach
- It’s fun and rewarding
# Directorship Assessment

## Career Stage

<table>
<thead>
<tr>
<th>Career Stage</th>
<th>Junior (&lt;5 yrs)</th>
<th>Mid-career (5-15 yrs)</th>
<th>Senior (15 + yrs)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1</td>
<td>2</td>
<td>3</td>
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## Board Experience

<table>
<thead>
<tr>
<th>Board Experience</th>
<th>Low</th>
<th>Medium</th>
<th>High</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1</td>
<td>2</td>
<td>3</td>
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</tbody>
</table>

## Board Type

<table>
<thead>
<tr>
<th>Board Type</th>
<th>NFP &lt; $5mil</th>
<th>NFP &gt; $5mil</th>
<th>Public Listed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advisory committee Community</td>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>Government board</td>
<td></td>
<td></td>
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<tr>
<td>Private SME</td>
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<tr>
<td>Government enterprise</td>
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<tr>
<td>Large private company</td>
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</table>

1. Choose the option in each colour band that applies to you.
2. Score yourself 1-3.
3. Total the score.
4. Go to the Board Career Path Planner.

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Who to target

- Score 3-5: Entry level boards (Government, Industry Associations, Not for Profit<$5m)

- Score 5-8: Mid cap boards (SMEs, Start-ups, NFPs > $5m, Government Business Enterprises and ASX 200-500)

- Score 8-9: Top tier boards (ASX 200, large private companies)
ASX Listed Companies

- Few opportunities – 130 p/a ASX200
- Word of mouth - not usually advertised
- ASX200 usually looking for people with:
  - Profile & reputation
  - A reliable team player
  - Low risk ‘known’ choice
  - Demonstrated business judgment and acumen
  - CEOs and C Suite
Government bodies

- Thousands across Australia
- Advisory committees to business enterprises
- Required to be gender diverse
- Run registers for interested persons
- Usually look for people with:
  - Industry specific knowledge
  - Commercial experience
  - A good ‘safe’ professional/community reputation

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Not For Profits

- Charities
- National sporting bodies
- Cultural bodies
- Medical research foundations/ institutes
- Educational institutions
- Membership bodies
  - Credit unions
  - Some health funds
  - Medical colleges
  - Professional & industry associations
Not For Profits

- Usually looking for people with:
  - Professional skills
  - Time & ‘management’ capacity
  - Sector knowledge
  - Access to resources
  - A community reputation
Career Strategies
Be Someone

- Establish technical / professional competence
- Take on career enhancing roles
- Develop judgment and commercial acumen
Show Someone

- Have more than one boss
- Identify with success
- Get noticed
Ask Someone

- Build relationships
- Find mentors and advocates
- Network outside your business unit and workplace.
But - Understand the rules

- Performance 10%
- Image 30%
- Exposure 60%
Putting you in the Picture
Getting a board position - 101

- Select a sector / industry that interests you
- Prepare your board CV
- Raise your profile
- Let others know of your ambitions
- Prepare your pitch
- Apply for vacancies
Do your homework

- What is your company’s policy about directorships?
- Research your target sector and company
- Know the risks -
- Review director biographies and find the gaps
- Vacancies – how & when are they filled?
The campaign

- How can you add value?
- What are your transferable skills?
- Who do you need to influence?
- Who in your network can help?
- How will you market your interest?
Exercise: People to Influence

1. List six to 10 people in your network
2. How familiar are you with these people?
3. How influential are they?
Tips for success

- Register with Women on Boards
- Think about the sector(s) and board(s) you wish to target
- Work on your board CV
- Know your transferrable skills and value add
- Address your knowledge gaps
  - Directors duties & liabilities
  - Financial analysis & reporting
- Develop a marketing strategy
- Build your brand
- Grow your networks/ circles of influence
- Tell people you are looking for board roles
- Apply for vacancies
Thank-you
...and good luck!

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Becoming a director

- Beware the flattery!
- Do your due diligence & discovery
  - Organisation’s Constitution
  - Financial statements
  - Annual report
  - Previous minutes
  - Talk to auditor
  - Meet the directors & CEO
  - Effect on your reputation

- Be educated
  - Directors duties & liabilities
  - Financial analysis & reporting

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