

WomenOnBoards™
the next generation of directors

**Getting Started
Realising Your Board Potential
Auckland 24 September 2010**

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Agenda

- Introductions
- Fiona Shand - Director's duties?
- Light lunch
- Ruth Medd - Directors tool kit part 1
- Denise Aldous - A director's story
- Ruth Medd - Director's tool kit part 2

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Introduction to WOB

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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

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Who is Women on Boards?

- Ruth Medd, professional NED & former senior bureaucrat
 - Governance & risk management
 - Financial acumen
 - A good network
- Claire Braund, marketing, PR & media
 - SME expertise
 - Gender diversity specialist
 - Facilitator & MC

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Our Key Activities

- Public advocate for board diversity
- Publish Boardroom Diversity Index
- Host Diversity on Boards Conference
- The WOB WAY Pathways to Directorship
- Transparent director recruitment service
- Connect boards & aspirant directors
- Strategic development & support to aspiring directors & professional women

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The WOB WAY

1. **Getting Started I:** Recognising your career potential
2. **Getting Started II:** Realising your board potential
3. **Getting Serious I:** Your directorship action plan
4. **Getting Serious II:** Brand YOU
5. **Getting There:** My Mentoring
6. **Getting There:** My Style & Voice

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Exercise 1: Who are you?

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Sample 30 sec elevator pitch

- “I am Jenny Jones – a strategic rural leader with expertise in marketing, communication and IT. I sit on three non profit boards. One of which is a large training provider with a \$5 million turn-over.

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Directors Duties – Fiona Shand

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Directors Tool Kit

– Market intelligence

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Exercise 1: Director assessment

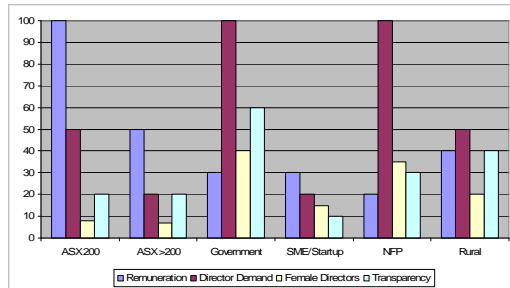
Career Stage	Junior (≤5 yrs) 1	Mid-career (5-15 yrs) 2	Senior (15+ yrs) 3
Board Experience	Low 1	Medium 2	High 3
Board Type	NFP < \$5mil Advisory committee Community 1	NFP > \$5mil Government board Private SME 2	Public Listed Government enterprise Large private company 3

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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Index of demand



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NZ50 Listed Companies

- Opportunities – 100 p/a NZX50
- NZX50 usually looking for people with
 - Profile & reputation
 - CEOs or NZX or ASX directors
 - Investment bankers & business people
 - Senior corporate lawyers & accountants

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Government bodies

- Thousands across Australia and NZ
- Required to be gender diverse
- Run registers for interested persons
- Usually look for people with:
 - Industry specific knowledge
 - Commercial experience

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SMEs / Start-ups

- Reduced regulatory burden
- Hard to find unless you know where to look
- Directorships more hands on and lower pay

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Not For Profits

- Charities
- National sporting bodies
- Cultural bodies
- Medical research foundations/ institutes
- Educational institutions
- Membership bodies

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A Director's Story Denise Aldous

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Directors Tool Kit

- Your Board CV
- Tips for directorship

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Your CV

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A Good Director CV

- Is **NOT** your career CV
- IS a two page 'pitch' document that:
 - Focuses your thinking
 - Is tailored to your target sectors and boards
 - Brings you to the attention of the chair
- **When did you last look at your CV?**

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Next Steps



- What steps do you need to take to be in the driving seat?

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Board Tips

- Register with Women on Boards
- Work on your board CV
- Required knowledge
 - Understand Directors duties & liabilities
 - Financial analysis & reporting
- Develop a marketing strategy & build your brand
- Grow your networks/ circles of influence
- Identify the sectors and boards you wish to target
- Tell people you are looking for board roles
 - Know your transferable skills and value add
- Apply for vacancies

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Doing it the WOB WAY!

- Fill out your CV at My Resume
- Apply for board vacancies
- Complete Getting Serious: Brand YOU
- Complete Getting Serious: Your Directorship Action Plan
- Get a mentor (WOB My Mentoring)
- Attend networking events
- Look up Resources on the WOB website

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**Thank-you
...and good luck!**