

How to Build Your Director Brand

... and get more Board Roles



STANTON CHASE





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Wassim Karkabi is a Founder, Investor, CEO & Board Director, with strong experience in and passion for Technology, Professional Services, Leadership Growth & Business Growth.

- He is the Founder & CEO at Fluent XP, the Master Licensing Partner for The Corporate Governance Institute in MENA.
- Managing Partner at Stanton Chase & Hofstede Insights MENA
- Founder of the Award-Winning SaaS CoachingLoft.com.

Wassim is also an investor and board member in Start-Up and Scale-Up businesses including enable.io, Ekuipus, The Caffeine Lounge, Nav.It, Fluent Forever, Refermate, SnapDNA, and 15 others.

He has worked with C-Suite Teams and Boards to help identify, assess, acquire and develop Senior Leadership Talent and Board Directors for over 18 years across Europe, the Middle East and Asia.

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- Designing Your Board Director Brand
- Connecting with Purpose
- Establishing Trust



What Are Boards Looking For?

What are Boards Looking For?

- NEDs from less ‘traditional’ backgrounds
- Shareholder Activism and Board Scrutiny is leading to new Board Composition adjustment
- Business leaders, especially those from underrepresented groups and nontraditional backgrounds, are now in high demand.
- Boards starting to hire from outside of the C-Suite Ranks > More Focus on Subject Matter Expertise.
- Diversity takes Center Stage. Boards are looking for variety in perspectives and experiences around the table to better understand opportunities, anticipate challenges, assess risks, and weigh the implications of various decisions.
- ESG starts to drive a much larger agenda on boards.
- Traditional Board Roles Continue Strong.



Did you see yourself in any of those?

Types of Boards

- Shareholder Board
- Seed/Early-Stage Board
- Later Stage Board
- Private Board
- Publicly Listed Company Board
- Non-Profit / NGO Board
- Charity Board
- Advisory Board



Which of those boards make sense for
you and your profile?

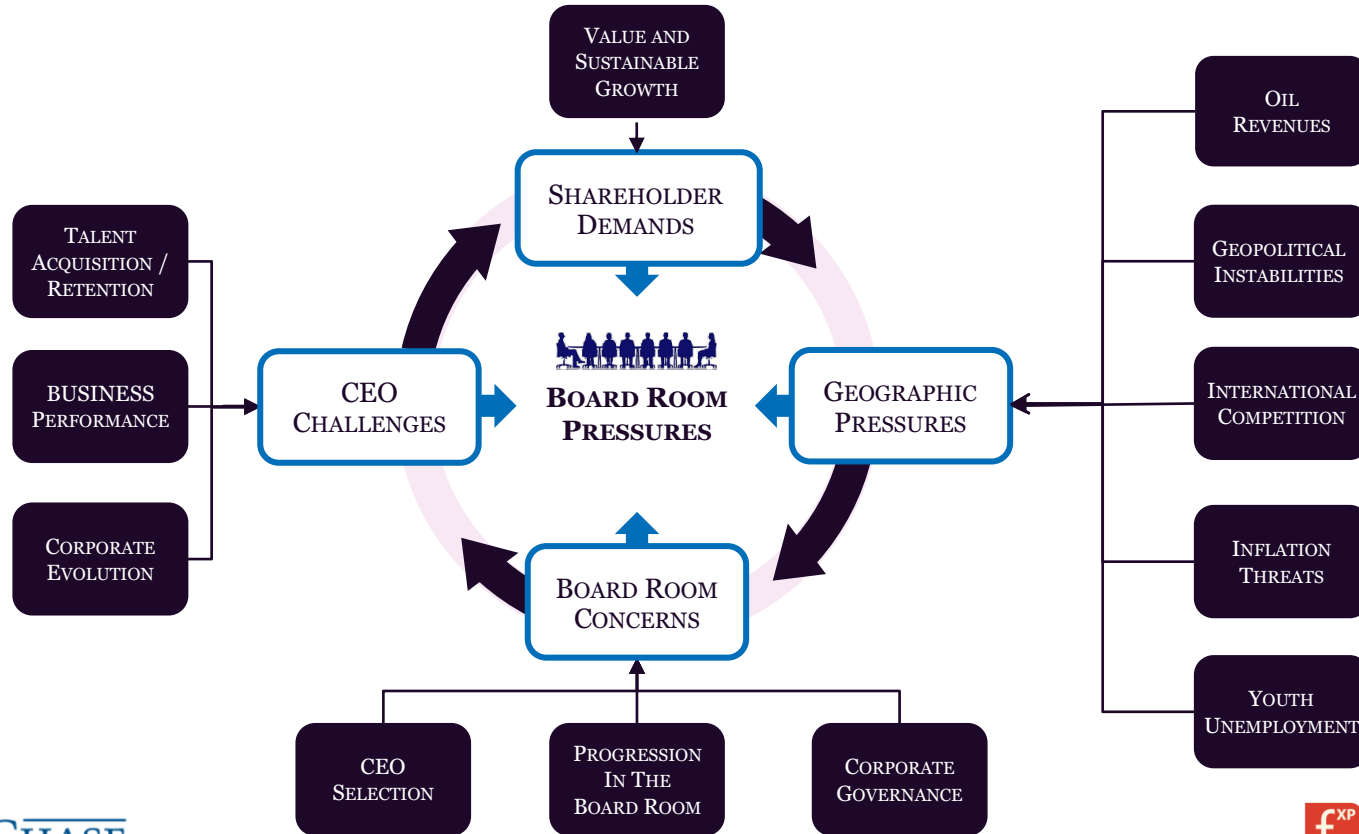
The Mandate of the Board Director

The primary goal and duty of the corporate board director is to create and protect value for the shareholders by guiding strategy, monitoring financials, managing leadership capital, and overseeing risk of the organization.

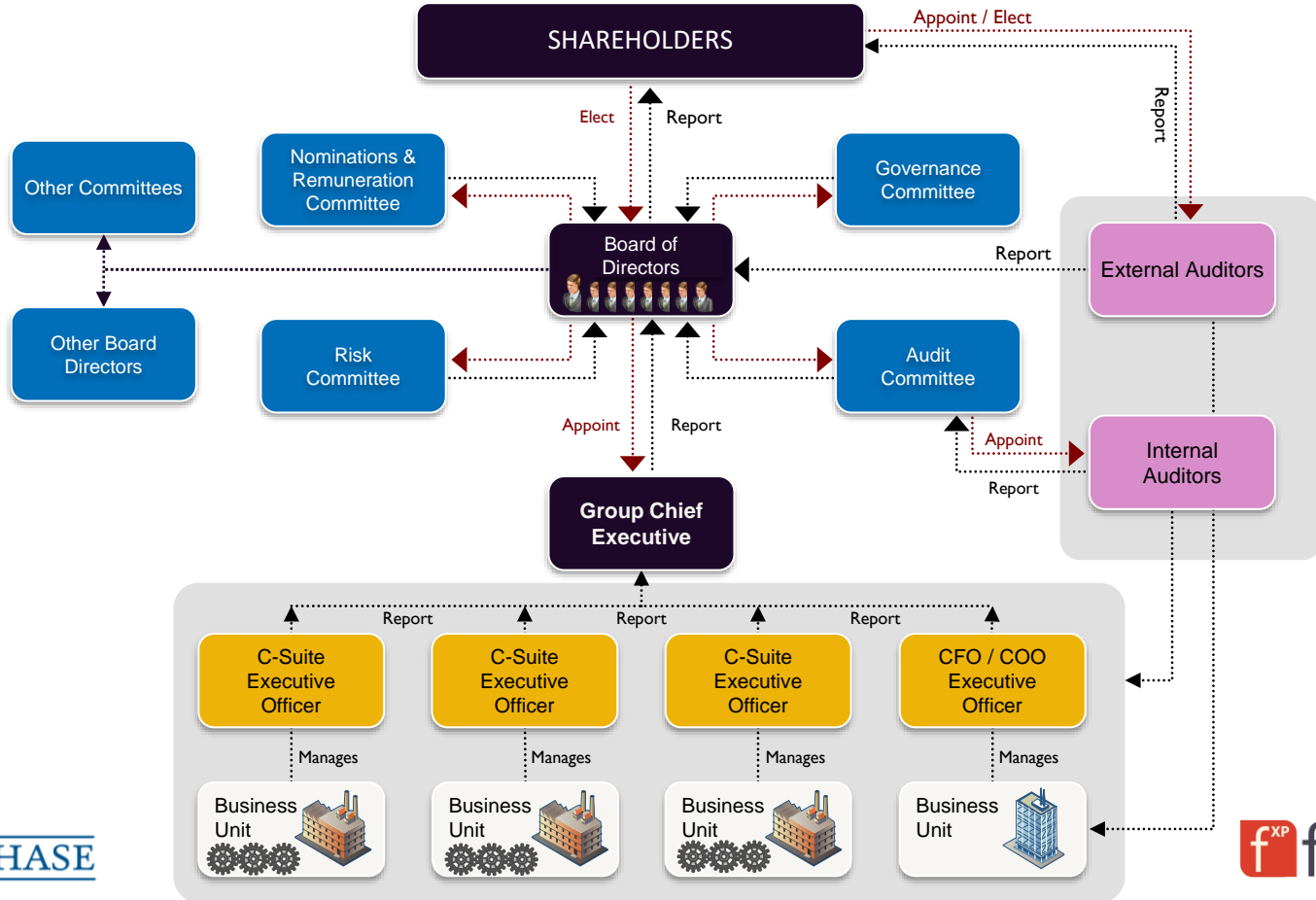
Are you prepared to hold up your end of
those responsibilities?

Which ones?

GROWING BOARDROOM PRESSURES



Do you have the bandwidth, knowledge
and stamina to keep it all in check?



Do you see yourself somewhere in this
ecosystem?

Let's Design Your Strategy!

Six-Step Strategy to Getting more Board Roles



Find
Your Seat



Identify
Your Target



Strengthen
Your Core



Design
Your Brand



Connect with
Purpose



Establish
Trust

Find Your Seat





Find Your Seat

1. Why do you want to become a Board Director?
2. What kind of Board Director do You Want to BE!
3. Is this kind a Niche Seat or a Common Seat?
4. Have You Served in Such a Capacity Before?
5. What Makes You a Strong Candidate?
6. What would challenge you to be chosen or to perform effectively?
7. What should you do to become a Better Candidate and a More Effective Board Director in your chosen capacity?

Identify Your Target





Identify Your Target

Look for the right opportunity

Board service requires a significant time commitment. Do not jump at the first opportunity you see. Take the time to consider whether this is a position in which you will be able to grow and make a significant contribution based on your strengths.

- **Industry**
 - Renewable Energy
 - Logistics & Transport
 - Retail...
- **Function**
 - Human Resources / Leadership
 - Finance / Audit / Risk
 - Investment / Banking
 - Legal...
- **Subject Matter Expertise**
 - Cybersecurity
 - Digital Transformation
 - Data Science / AI...
- **Corporate Governance & Board Operations**
- **ESG / Sustainability**

Strengthen Your Core



Strengthen Your Core

Be #1 in A Category

- An increasing number of companies are hiring board members with expertise in emerging fields like [ESG](#), **Artificial Intelligence**, **Machine Learning**, [Digital Transformation](#) and [Cybersecurity](#).
- Of course, traditional roles such as [Board Secretary](#) usually taken by a Legal Counsel and specialties such as **Finance**, **Audit**, **Risk** and **Strategy** continue to fill boards well.





The Emphasis of the NED Role

The role of the Non-Executive Director (NED) places great emphasis on:

- Knowledge & Qualification
- Professional Achievements
- Know-How
- Personality

Think of it this way:

The NED must be a strong, independent, but an instrumental voice in the boardroom, avoiding group-think and speaking up when needed.



DIPLOMAS

New course



Diploma

Diploma in Environmental, Social and Governance (ESG)

Be an informed leader who fully understands ESG and how to optimise the opportunities across your organisation.

 Start anytime  Online, self-paced

 \$4,250

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★ Popular course



Diploma

Diploma in Corporate Governance

Gain the practical skills and knowledge you need to succeed as a boardroom director.

 Choose from: Online, self-paced | 11 weeks | One week

 \$4,250

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CERTIFICATES



Certificate

ESG for Directors

Rapidly acquire the new and updated thinking you need to navigate the impact of ESG.

Online, self-paced

\$550

[More Info](#)



Certificate

Digital Transformation for Directors

Rapidly acquire the new skills and knowledge you need for this key strategic issue.

Online, self-paced

\$550

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Certificate

The Effective Company Secretary

Maintain transparency, fairness and accountability in the boardroom.

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Certificate

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Rapidly acquire the skills and knowledge to tackle cyber threats and attacks.

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The Emphasis of the NED Role

QUESTIONS TO ASK YOURSELF

- Do you feel comfortable challenging bad decisions without disrupting board dynamics, while respecting the board and organizational culture?
- Do you have good diplomatic skills?
- Are your persuasion abilities strong?



Do You Have the Personality Profile

- 1. Coaching:** Ask provocative, often difficult questions.
- 2. Influence:** Have excellent interpersonal and communication skills.
- 3. Listening:** Prepared to listen
- 4. Courage:** Prepared to speak up.
- 5. Strategic Thinking:** Ability to see the Forest from the Trees
- 6. Analytical Thinking:** Ability to connect the dots bringing data and people together.
- 7. Emotionally Intelligent:** Calm under pressure; can read the emotions in the room and manage them towards a positive outcome.
- 8. Trustworthy:** Speaks openly, transparently, and truthfully with Gravitas and Trust.

Design Your Brand





Build Your Brand



IDENTITY

Who You Are
What You Stand For
Why you do what you do



BOARD BIO

Short Narrative
of who you are.



RESUME

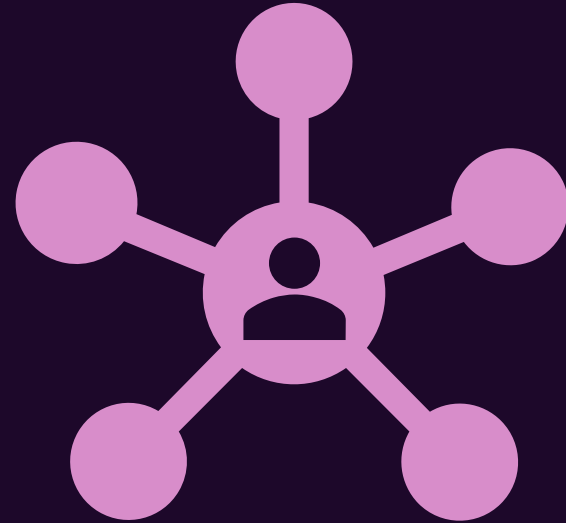
1-2 Pages of your
past experiences
and achievements



LINKEDIN

Loaded with the
Keywords to
attract the desired
search results

Connect... with Purpose





Connect with Purpose

1. Promote Yourself
2. Network
3. Have a Cup of Coffee or Tea or Three
4. Nurture Existing Relationships
5. Forge New Relationships
6. Join Board Groups & Organizations
7. Connect with other Board Directors
8. Connect with Headhunters



The Power of Networking

40%

of Board-Level Jobs come from businesses you are already linked to or connected with.

of professionals find networking to be an essential aspect of their success.

80%

85%

of Board-Level Jobs are filled through networking.

of jobs are never published publicly

70%

61%

of professionals agree that regular online networking often leads to job opportunities.

of people claim to network more online than they do face-to-face

40%



How to Find Open Roles

THE HARD WAY

An online search can help you locate executive search firms that specialize in NED recruitment and board roles. Most of the better-known firms offer NED recruitment services that will help you find a job on a board.

BOARD SPECIALIZED

- [Board Excellence](#)
- [UK public appointments](#)
- [Board Match](#)
- [Board Appointments UK](#)
- [Dynamic Boards UK](#)
- [Board.ai](#)
- [Advisory Cloud](#)

SEARCH FIRMS

- [Korn Ferry](#)
- [Stanton Chase](#)
- [Spencer Stuart](#)
- [Kingsley Gate](#)
- [Heidrick & Struggles](#)
- [Egon Zehnder](#)
- [ZRG](#)
- [DHR](#)
- [Boyden](#)
- [Odgers and Berndtson](#)

MEDIA & JOB BOARDS

- [LinkedIn](#)
- [UK public appointments](#)
- [State Boards Ireland](#)
- [The Guardian](#)



MEMBERSHIP



Masterclasses



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Board Roles



Boardroom Templates



Member Spotlight

A global community where
good governance matters.



[More Info](#)

Establish Trust





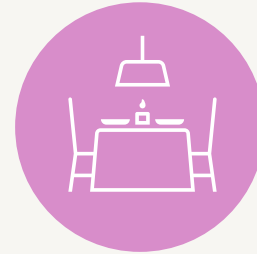
Establish Trust



Coffee



Tea



Lunch

Now You Begin...