

Corporate  
Governance  
Institute

# The Path To Your Non-Executive Portfolio

**Tony Mc Poland**

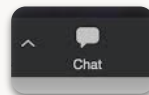
Professional Independent Non-Executive  
Director

CGI Webinar

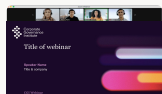
# Before we get started



Today's webinar is scheduled to last **1 hour** inclusive of Q&A.



The slides will be shared and can be accessed in the **chat box**.

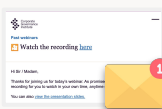


The presentation will last approximately **25 - 35 minutes**. So we will have plenty of time for your questions.

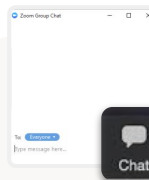
Watch webinar

Download slides

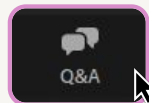
The webinar recording and slides will be available on **The Corporate Governance Institute website** tomorrow.



This webinar is being recorded and will be sent out in tomorrow's newsletter. → Please note that the slides will not be sent out today and therefore **you should access them now**.



We have a global network of members and followers. Say hello and tell us your **name and where you are** tuning in from in the **chat box**.



## Have a question?

Pop it into the Q&A box, so that we can dive straight into the questions when we get to our dedicated Q&A.



# Today's learnings

Developing a portfolio of Independent Non-Executive Directorships (INED) is difficult and should not be underestimated - even for the most qualified candidates.

I'll tell you today about how I developed my own portfolio, the mistakes I made and the often hard and expensive lessons I learned.

I'll also tell you about the benefits of developing your portfolio and the route that worked for me.





# Network

Who is in your existing network?

How can you extend your network?

Tell your network what you are doing!!

Develop your own wishlist of companies



# Your Superpower

Your Superpower, or Unique Selling Proposition (USP) is what separates you from your competition.

Only one person can do this- YOU

So go through your CV, identify what makes you special and focus on those Superpowers

Current hot Superpowers are AI, Digital Transformation and ESG







## LinkedIn

LinkedIn is the only marketing tool I use, and I use it extensively, as do most people in the sector.

Use it to market your Superpower in the tag line.

Use it also to Target companies and sectors on your wishlist



# Due Diligence

Do your Due Diligence on the company once you are invited for interview or less formally “a cup of coffee with the Chair”.

Ask if there are there other INEDs on the Board

Use your Network to check out the company, management team and Board.

Ask the crucial question -time commitment required!!





# Letter of Appointment

This is your contract with the company.

You should have a letter for every appointment - even on Not-For-Profit Boards

Ensure red line items like insurance, time commitment and ability to take on other roles are covered.





# Your first meeting

Read the papers thoroughly

Contribute to the discussions

Make decisions - otherwise you are not acting as a Director!!

Reflect on your performance at the conclusion of the meeting





# Your Reputation

“It takes 20 years to build a reputation and five minutes to ruin it” Warren Buffett

You need to manage your own reputation - trust reputation management to no one else!!



# Reciprocate

The INEDs I know are a community

Know strengths of others in the INED community  
and recommend them for roles unsuitable for you

Ensure the other members of the INED  
community know your strengths

## Path to appointment



Know your  
superpower



Network and  
sell yourself



Do your due  
diligence



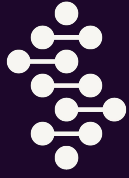
Review Letter of  
Appointment



Read papers  
and Contribute

# Questions?





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# Thank you

[info@thecorporategovernanceinstitute.com](mailto:info@thecorporategovernanceinstitute.com)  
[www.thecorporategovernanceinstitute.com](http://www.thecorporategovernanceinstitute.com)