

Corporate
Governance
Institute

Lessons from the NED Journey

Navigating the Path to Board Membership



Aedín O'Leary

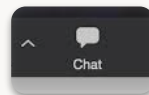
Independent Non-Executive Director,
Financial Services &
Sustainability Professional

CGI Webinar | 7th May 2025

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**.

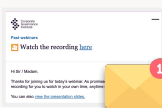


The presentation will last approximately **25 - 35 minutes**. So we will have plenty of time for your questions.

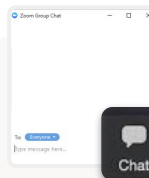
Watch webinar

Download slides

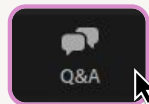
The webinar recording and slides will be available on **The Corporate Governance Institute website** tomorrow.



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 Agenda

- Introduction
- NED Roles & Board Types
- Setting Up Your Stall
- Developing a Roadmap
- Common Obstacles & Lessons Learnt
- Landing the Role

NOTE

- I'm still a work-in-progress
- I'm still figuring it out
- I don't always follow my own advice!



Ask Yourself

What do you want?

GOAL

What do you bring?

MESSAGE

Who needs to know?

AUDIENCE

How can they know?

STRATEGY

GOAL:

What Do You Want?





NED Roles & Board Types

- Exec v Non-Exec
 - *“Nose in Fingers out”*
- Pro-Bono, Commercial, State Boards
- Different Jurisdictions
- Expectations (*Time, Effort, Pay*)
- Your Non-Negotiables

Niche v Diverse? A Portfolio Career?



MESSAGING:

What Do You Bring & USP?





Creating A Compelling Proposition

- NED CV & Director Biog
- Stand-out Skills, Experience, Technical Knowledge, Industry Knowledge
- Keep it Simple v Laundry List
- Gaps to be bridged? Training, Qualifications, Volunteering
- Tailor – by Role / Organisation
- Never “One and Done”

AUDIENCE:

Who Needs to Know?





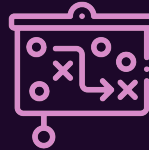
Who Needs to Know? *Maybe Everyone!*

- Search Firms / Director Organisations / Professional Member Organisations
- Advisory Firms (Legal, Accounting etc)
- Other INEDs
- The Organisations you Seek
- New AND Old Contacts – Kindness of Strangers
- LinkedIn

Don't assume they'll know

STRATEGY:

How Can They Know?
Taking Action



Network & Raise Profile

- Direct Contact Plan & One-to-ones – Clear Asks
- Director-specific, Business & Sector-specific Networks
- Bespoke INED Events & Circulations
- Mentor / Sponsor / Trusted Community
- Visibility & Recency - Speaking / Writing / LinkedIn

Respect & Reciprocation





Getting the Opportunity

- Ear to the Ground, Right Time, Right Place
- Do your homework:
 - *Who / what do you know?*
 - *What more can you find out?*
 - *Pre-empt Questions / Plan your Own*
- Ask Questions & Understand Expectations
- Due Diligence & Your Gut
- Handling Disappointment & Going Again



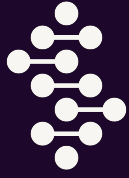
On your Director Journey

You need to be:

- Clear & Prepared
- Intentional
- Present
- Patient
- Realistic
- Open-minded
- Careful
- Resilient



Questions?



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Thank you

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