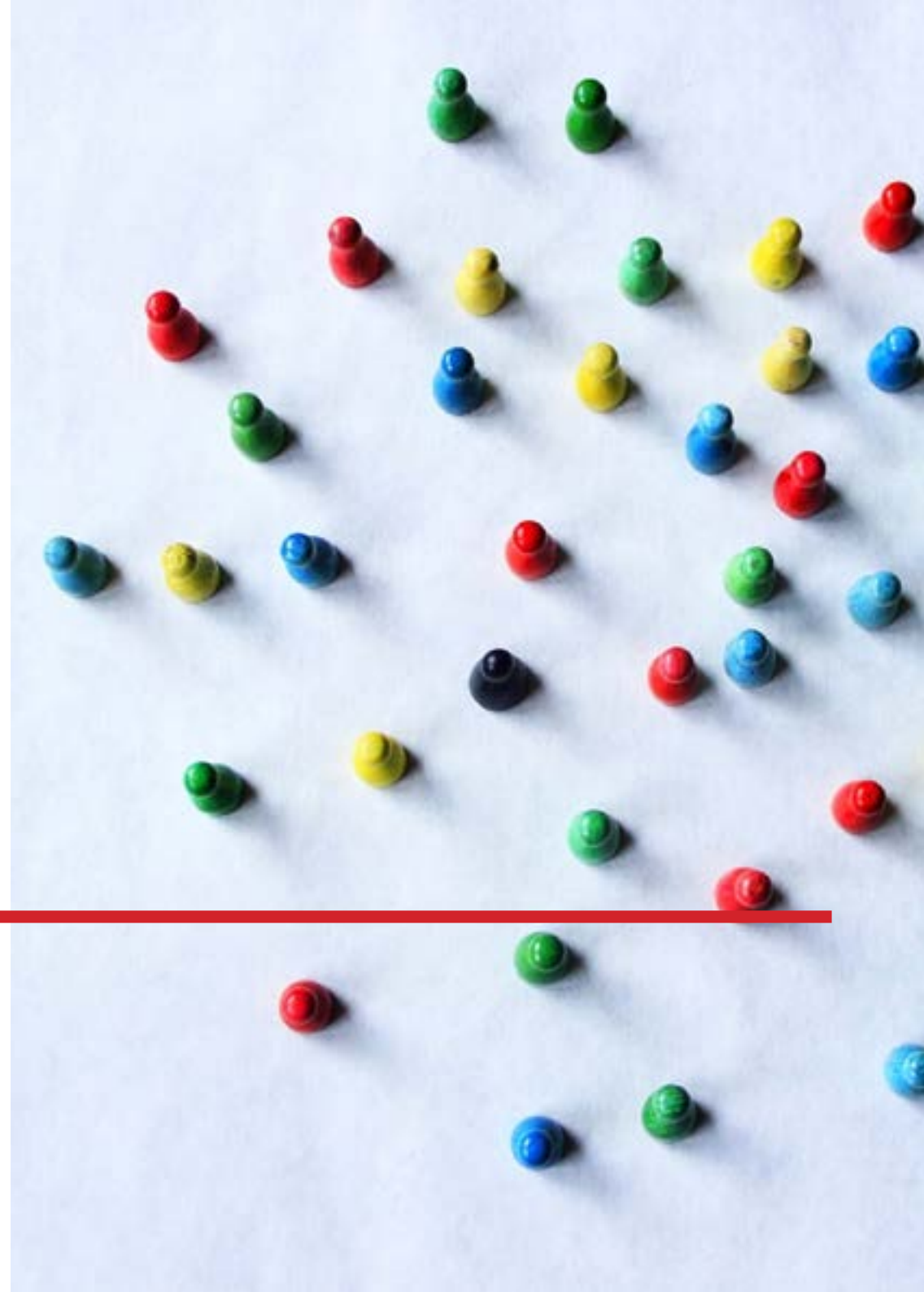




GET ON
BOARD
AUSTRALIA®

NETWORKING FOR BOARD SUCCESS

BY GET ON BOARD AUSTRALIA





NETWORKING FOR BOARD SUCCESS

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Before You Get Started

Before you can get the most out of your networking, there are a few things that you need to get clear on:

- Your **BIG, LONG-TERM BOARD GOAL**
- Your **SHORT-TERM BOARD GOAL**
- Your **UNIQUE VALUE PROPOSITION**



YOUR BIG, LONG-TERM BOARD GOAL

Having a ‘north star’ to guide your decisionmaking as you build your board career enables you to more meaningfully network and pursue the right board opportunities. All of your activity accumulates towards the pursuit of your big, long-term board goal.

READ MORE: [How To Choose A Board To Join](#)

My long-term board goal is:

YOUR SHORT-TERM BOARD GOAL(S)

This board (or these boards) can be seen as your foundation and stepping stones on the way to your long-term goal board(s). You can break these down by 1-year goal, 5-year goal, and 10-year goal.

My short-term board goal/s is/are:

YOUR UNIQUE VALUE PROPOSITION

Your unique blend of education, skills, and experience is your ‘unique sales proposition’ and it is generally the primary reason why you will be invited to join a board. Yes, having heart and passion matters; however, you usually have to have something more to offer. What is of value to your goal board(s) and organisation(s)?

My UVP is:

YOUR ‘ELEVATOR PITCH’

Building on from your UVP, your elevator pitch concisely and clearly articulates the value that you, uniquely, have to offer the board and organisation.

Your UVP should be expressed from the perspective of the organisation, and it generally doesn’t include your title.

READ MORE: [Board Search & Developing Your UVP Proposition](#)

PODCAST: [Mastering your UVP with Joanna Bloor](#)

You use your elevator pitch when you meet someone and they ask “*what do you do?*”

For example:

“I protect ideas.” - for an IP Lawyer

“I grow leaders.” - for a CEO business coach

“I develop and educate future board leaders.” - me!

My elevator pitch is:

Your elevator pitch should be compelling enough to have the other person want to ask, “*Tell me more*” or “*How do you do that?*” What could you say, or what points should you focus on, when someone asks for more information?

1. Leveraging Your Existing Network

Your existing network is the best place to start your board search. These people know you, likely know what you do as a profession, and are comfortable to help you through introductions, providing references, and give you opportunities.

WHO ARE THEY?

You can think about your existing network in two large audiences: personal and professional.

Your **personal network** are those people who initially know you in a personal capacity: family and friends will make up the main cohort of your personal network.

Your **professional network** are those people who initially know you in a work or professional capacity. Current and former colleagues, people you have met at networking events, customers, clients, suppliers, and current or former fellow board members will make up the main cohort of your professional network.

List out the people in your personal and professional networks who may be able to help you further pursue your board ambitions.

Personal	Professional

MAKE SURE YOU'RE CONNECTED

There are a number of tools that you can ensure that you have some way to communicate with your existing network. The most basic being that you have their contact information (email and phone number) saved in your contacts (on your phone, on your computer, or in an old-fashioned Rolodex).

Connecting with people on LinkedIn is a fantastic way of ensuring you have the ability to easily reach out to them - people generally keep their contact details up to date on their LinkedIn profile.

Go back through your existing network (that you listed previously) and tick or highlight those people you have contact information for and/ or that you're connected with on LinkedIn.

As you meet new people - at networking events, via introductions, etc. - be sure to add them into your LinkedIn network if possible.

Have a process with what you do with all of those business cards that you collect at events and conferences.

NURTURE YOUR NETWORK

A relationship is a two-way exchange of value. It is extremely beneficial to provide value to someone in your network before asking for something (e.g. an introduction). Having your own 'stay in touch' program to nurture your network will help your network feel valued and more likely to give you help in the future.

SOME 'STAY IN TOUCH' TECHNIQUES INVOLVE:

Sending articles from time-to-time that you think the person may find interesting or related to a conversation that you recently had with them.

Sharing updates of what you are up to in a professional capacity, interesting things you have read, listened to, or watched lately, what you're working on, and what you need help on. [This article from Fast Company](#) is a great program to implement.

Holding events from time-to-time. These can be small, informal coffee catch-ups where you connect other people in your network together, or larger networking events held through your workplace.

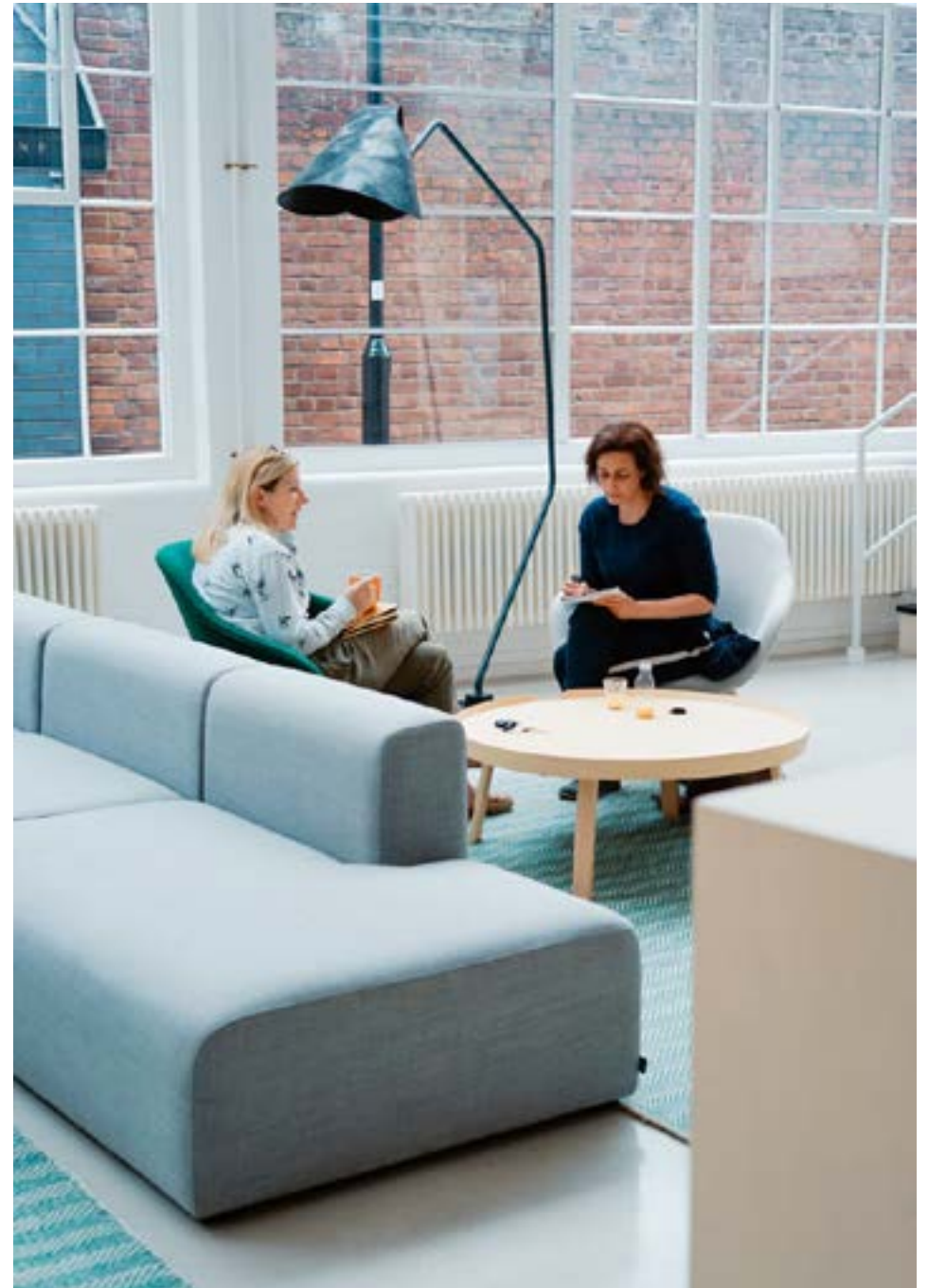
Making introductions between people in your network; either through someone asking for help, or that you think could be of value for the people you are connecting.

ASK FOR HELP

Now that you've selected who in your network may be able to assist you to find board opportunities, and you've spent time nurturing them through delivering value, it's time to actually ask for help.

Write a brief script asking for help with opportunities, introductions, references, or another request.

It may help to keep track of your network and the touch-points and contact you make in a spreadsheet. Knowing the activities most help and progress your board goals enables you to spend more time on those activities, and less on others.



2. Expanding Your Network

Your existing network is a great place to start your board search. However, your board search will be enhanced by expanding your network, particularly if you approach it in a meaningful and intentional way.

WHO SHOULD YOU TARGET?

Once you are clear on the board(s) or type of board(s) you want to join, you can start to become aware of who it may be beneficial to know: i.e. current board members.

It's important to know that board members are more than just board members. They often have their own professional career, are involved in other industries, and/or function in a capacity outside of their board role(s).

As such, there are people worth building relationships with who can serve as influencers and connectors to facilitate introductions to the people you want to build a relationship with. E.g. board recruiters, industry figures, colleagues of current board members, well-connected people across the business community.

List out the people you have identified as wanting to know directly and people you have identified as influencers and connectors that you will build a relationship with.

Connect Directly	Influencers



FISH WHERE THE FISH ARE

Now that you've selected who you would like to establish a relationship with, it's time to find them.

Refer back to the list you wrote on the previous page and start to note down places where you could form an initial relationship with them.

Some examples would be LinkedIn, industry events, corporate lunches, networking events, launches, events related to your goal organisation(s), BBQs, the gym, at a sporting match, or your own networking event (refer to Nurture your Network on page 6).

Set goals and keep track of your event attendance and activities, and be sure to really build a meaningful relationship through your stay in touch activities (again, refer to Nurture your Network on page 6).

BOARD RECRUITERS

Board recruitment and executive search firms are great places for you to reach out to and notify them of your interest in joining a board. Many of these search firms provide you with an easy way to submit your board resume and search for board opportunities. Utilise these services as another avenue for potential board roles.

WHO SHOULD YOU TARGET?

Often, recruiters and search firms specialise in certain industries. The type of board you want to join will drive the search firm or recruiter you engage with.

Utilising their website and LinkedIn profile, reach out and schedule an appointment for a simple introductory conversation. Be prepared to discuss the board(s) you are looking to join and your unique value proposition in relation to these boards and organisations.

A FEW PLACES TO START:

- **Directors Australia**
directorsaustralia.com/register-interest/
- **Johnson Executive**
johnsonpartners.co/contact/
- **Watermark Search International**
watermarksearch.com.au/board-appointments
- **Heidrick & Struggles**
heidrick.com/en/
- **Korn Ferry**
kornferry.com/solutions/talent-acquisition/board-and-ceo-services



3. Attending Events

There is something magical about making a face-to-face connection with someone. An easy way to put yourself in the position of being able to meet many people at one time is to attend events.

You can spend a lot of time and a lot of money going to events. So how do you work out which events to attend to make sure you're getting the best return for your time and money?

SELECTION

It all comes back to your personal board goals and who you're trying to get in touch with. Remember, fish where the fish are.

Continuing on from the exercise on page 9, reference back to who you're trying to establish and build a relationship with and then determine the events that they would likely attend. For example, if they are a lawyer, they may attend law society events; if they are an accountant, they may attend CPA or CA events. They may also attend general business lunches and networking events put on by chambers of commerce and other business networks.

STRATEGY @ THE EVENT

Once you have selected the event(s) to attend, the next step is to develop a plan for how you will get the most out of your time there.

With your short and long-term board goals in mind, set goals for this event. It could be identifying certain people you want to introduce yourself to, a relationship you want to nurture or person you want to reconnect with, an introduction you'd like to facilitate between attendees, or certain questions you want to test out to start forming stronger relationships.

Have your personal brand on point, including:

- Your **outfit**,
- Your **business cards**,
- An **elevator pitch**,
- A **bank of questions** to ask, and
- A **strong board resume** to follow up where necessary.

Before attending, see if you can talk to the event organisers to look over the guest list. Sometimes they may be able to assist. And sometimes this is a service that may only be available to members. Consider becoming a member for the added benefit of being able to select who you sit with and have introductions facilitated.

Set enough time in your schedule to arrive to the event early and leave late. Arriving early allows you to act as a ‘host’ as attendees arrive.

While you’re looking at your schedule, ensure you put a reminder in to follow-up and stay-in-touch with your new contacts.

HAVE A PROCESS

Before attending any events, look at creating a methodology that you use for meeting people, introducing people, having conversations, ending conversations, moving on to the next person, and following up with people. This makes attending events far more fruitful and achieves your networking and board goals.

INTRODUCING YOURSELF

Have a way to introduce yourself that you are comfortable with, that isn’t the boring “I’m a <insert job title here>”.

The elevator pitch you created on page four should be what you primarily use when introducing yourself. Practice it until you are comfortable with it and it sounds natural. Add in a firm handshake and good eye contact and you’re all set.

If you can, take a look at the attendee list before the event (even if you have to get there early and look at name tags) and identify people who you want to meet. Then, introduce yourself to them!

INTRODUCING OTHERS

As you identify people you want to meet, see if there are attendees who you can introduce to each other. Have a compelling reason why; it’s a powerful way to potentially deliver great value to two people at once.

Again, have a process and practice it until it feels comfortable.

MOVING ON TO ANOTHER PERSON

You usually don’t want to spend your whole time talking with the one person. Have a phrase that you can use to appropriately end a conversation and move on to the next person.

ENDING A CONVERSATION - WITH FOLLOW-UP

Here's a sample script for ending a conversation with someone you want to follow-up with after the event:

“It would be great to continue this conversation over a coffee. Here is my card and if I can have yours I will contact you and set something up.”

ENDING A CONVERSATION - WITHOUT FOLLOW-UP

Here is some sample script to end a conversation with someone who you don't want to follow-up with:

“We are all here for networking so I am going to keep moving. It was a pleasure to meet you.”

It is not rude to politely excuse yourself and move on. That's what people expect at these kinds of events.

CONVERSATION STARTERS

What do you talk about with people at a networking? A great idea is to get the other person to talk about themselves as much as possible by asking them open-ended questions. Keep the question topics highlevel and acceptable for a business setting (e.g. not about religion, extreme political views, money, or sex).

THE FORM TECHNIQUE

Consider using the FORM technique when thinking about what questions to ask someone to stimulate the conversation.

FORM is an acronym for:

- **F**amily (where they are from)
- **O**ccupation (their job/work)
- **R**ecreation (what they do for fun)
- **M**otivation (why they are at the event)

It represents four universal rapport-builders. For example, you might find out that you have a location-based connection with someone after asking about their family or birthplace. Connection made!

Additionally, simply asking about the speaker, topic, or theme of the event that they are attending goes a long way.

IDENTIFY EVENTS

What events will you attend over the next 3 months to further your board goals?

Event	Date

Event	Goal(s)

4. Opportunities That Come To You

There are a number of things that you can be doing that create an environment for board opportunities to find you. These fall across three main categories:

- **Thought Leadership**
- **Joining Board Registers**
- **Connecting Directly with Organisations**

THOUGHT LEADERSHIP

One of the primary reasons you will be asked to join a board is because of your area of expertise. Largely this is connected to your professional career and the workplace accomplishments you have achieved over your career.

Your board resume is one place to demonstrate your expertise; however, there are other methods that you can showcase your knowledge.

Utilising platforms like LinkedIn to blog and share updates is an easy place to start and maintain a professional presence whilst demonstrating your expertise in a valuable way.

Your LinkedIn profile itself should reflect and expand on the information contained in your board resume.

Other social media channels can also be utilised for this purpose, along with your own personal website. Use whatever works best for you and your board goals.

BOARD REGISTERS


There are a number of registers that you can add your name to and be notified as and when board positions become available. These registers are also used by organisations to find board candidates based on criteria such as expertise, location and availability. This means that board opportunities can find you.


Be sure to keep your details up to date on your selected registers. Particularly when you change jobs, make significant achievements, undertake any relevant education/training, or gain any board or committee experience. This will strengthen your profile and enable boards to better make a match with you. Registers vary from state to state, so it's worth searching for relevant ones related to your board goals and in your location.

READ MORE: [List of Suggested Board Registers to join](#)

BOARD REGISTERS (CONTINUED)

Here are two recommended registers to get you started::

 **[Board Position Matching Service](#)**
(Institute of Community Directors)

 **[BoardLinks](#)** (Australian Government)

There are also many state-based board registers you can join, so please search online for your state-based board register. Usually these are facilitated by the state government and largely focused on supporting women into board roles.

CONNECTING DIRECTLY WITH ORGANISATIONS

If you're looking to expedite the process of engaging with an organisation and waiting for an opportunity to present itself, consider creating a connection with the organisation and potentially creating a board opportunity.

Not every board position is advertised, so engaging directly with your target organisation(s) may bring about a board opportunity that you didn't know existed.

Reaching out and engaging with the organisation for this purpose takes some tact and patience. It is recommended that you first engage with the organisation by offering your time volunteering (if possible).

This gives you good exposure to the workings of the organisation and is useful information to take into the boardroom.

[This article](#) provides you with a process of reaching out and engaging with an organisation about a board position.

THANK YOU

Queries, questions or comments can be made to:

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Enjoyed this guide? Join our Self Paced Program: BREAK INTO THE BOARDROOM

[CLICK HERE TO JOIN NOW](#)
[OR FIND OUT MORE](#)

WHY YOU SHOULD JOIN THIS PROGRAM

- Do you want to start a successful board career, but **aren't sure how to forge a path** to the boardroom?
- Are you **time poor** and don't have the time to piece all that you need to know together by yourself?
- Have you **tried to gain access to boards** that interest you but find yourself frustrated and not getting anywhere?
- Are you ready to dedicate a relatively short amount of time to **learn, be supported and upskill** to achieve your board aspirations?

Yes? Fantastic! Break into the Boardroom is for you!

YOU'LL RECEIVE:

- **7 x weekly emails + worksheets** (value: \$900)
- **7 x course modules** (value: \$1,800)
- **1 x private Facebook group** (value: \$900)
- **Unlimited access to me for support** (value: priceless!)

PLUS...

- **1 x BONUS Live Coaching Call** with Lisa! (value: \$165)

OVER 7 MODULES YOU WILL:

- Solidify your **personal value proposition** that will attract your desired board(s).
- Fortify your **personal brand** that instantly communicates who you are and what you are about.
- Build a **compelling board resume** to help you land your perfect board role.
- Create an **effective and efficient networking strategy** to find the right events and opportunities to build and expand your network.
- Identify and **create board opportunities** that come to you.
- Learn **due diligence practices** to make sure you end up on the right board at the right time.
- Understand what it takes to contribute meaningfully and **thrive in the boardroom.**

TOTAL VALUE = \$3,500+

YOUR INVESTMENT = \$397 INCL. GST

Payment Plans Available