

Getting on Boards: How to Get Your First Seat at the Table

Summary

For Board Advisors and others interested in serving organizations at the highest level, the ‘big step’ is being invited to accept a position as full Board member. Our action framework – *The Eight Doable Steps to Winning a Corporate Board Seat* – will show you exactly how to pursue winning your first or next seat at the table. While the process takes time and attention, the good news is that it is very doable. This case study based program, part of CSBI’s series on Career Development, provides a practical step-by-step action plan to pursue and win a Board seat.

Learning Objectives

Based on actual examples and proven action steps, this “how-to” program will teach perspective Board Members to initiate, develop and sustain a personal campaign to gain a seat on a Board.

Program Content

Each CSBI program is tailored to the specific needs of Board Members and Board Advisors. This program specifically targets the needs of prospective Directors in a corporate setting, but the ideas work equally well for those pursuing Board positions in education, not-for-profit, government and other organizations. Possible topics include:

- Strategy and Tactics – understanding the role
- The eight key steps to becoming a Board Member
- Developing the right skills
- Getting the right experiences
- Getting the right credentials
- Developing a Clear Articulation of Your Values and Mission
- Executing a Personal Public Relations Campaign
- Leveraging Non-Profit Board experience
- The power of volunteering
- Initiating, implementing and sustaining your Campaign

Instructional Method, Program Length and Continuing Education Credits

This program utilizes a combination of lecture, facilitated discussion and short exercises. The suggested length is two to four hours. Summary programs and Webinars are planned for one hour in length. Actual program content and length is tailored to the unique needs of each client, and is determined in planning conversations with the client. In accordance with the standards of the National Registry of CPE Sponsors CPE credits will be granted based on a 50-minute hour.

Program Level:	Intermediate
Prerequisites:	None
Advance Preparation:	None
Deliver Method:	Group-Live or Internet-Based Webinar
Field of Study:	Personal Development
Recommended CPE Credits:	1 to 4 credits, depending on actual tailored program length