

BOARD NETWORK MAP™



Becoming a member of a board is a process – a “slow dance” – and is very heavily influenced by the people you know and who know you. Especially critical is that current board members understand that you have an interest in being on a board, know some of what you might be able to add, and begin to know you and how you interact with others as

board “chemistry” is a crucial component of board success. The challenge for many c-suite executives is that they don’t know where or how to begin making the needed connections with current board members, many of whom are not on LinkedIn or other networking sites.

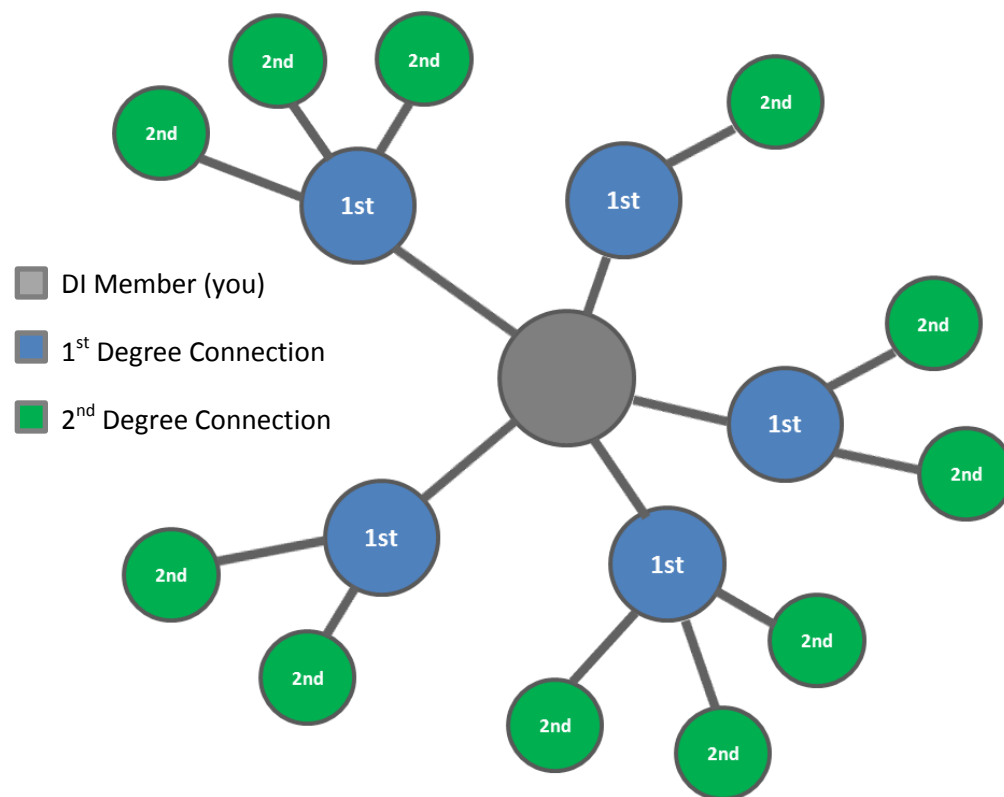
This is where the **Board Network Map™** comes in. This tool, designed by The Directors’ Institute and drawing on multiple databases of more than 50,000 current directors, looks at your LinkedIn or Outlook contacts and then helps you identify possible individuals who you might want to meet for a cup of coffee, seek out for a business relationship, or simply work to get to know better. Equipped with this information, you can begin the process of building connections with the people who can most directly influence board selection – current board members.

Research shows that over 90% of board members use other directors’ recommendations when recruiting new board members. You need to do what you can to have your name be one of those mentioned, and the Board Network Map™ will help you to do so.

The Board Network Map™ depicts all of your first degree connections (those who you are directly connected to via LinkedIn or Outlook) in **blue**.

It then displays your second degree connections (those who your first degree contacts are connected to, from a database of over 50,000 current directors) in **green**.

Sample A:





You can determine who connects you to your second degree connections by following the branches on your map (Sample A), or by looking at the “Strongest Connection” column in the included spreadsheet (Sample B). Clicking the dropdown menu on the “Strongest Connection” column allows you to filter which first degree connections you would like to see second degree connections for.

The Board Network Map™ spreadsheet also offers basic contact information for all of your first and second degree contacts. We provide business addresses, phone numbers, and websites of the companies at which your connections serve as a board member.

Sample B:

BOARD CONTACT					NETWORK INFORMATION	
First Name	Middle	Last Name	Title	Company	Relationship	Strongest Connection
First (1)	Middle (1)	Last (1)	Board Member	Company Name	1st	
First (2)	Middle (2)	Last (2)	Board Member	Company Name	1st	
First (3)	Middle (3)	Last (3)	Board Member	Company Name	1st	
First (4)	Middle (4)	Last (4)	Board Member	Company Name	1st	
First (5)	Middle (5)	Last (5)	Board Member	Company Name	1st	
First	Middle	Last	EVP and CFO	Company Name	2nd	Connect Name (1)
First	Middle	Last	Board Member	Company Name	2nd	Connect Name (1)
First	Middle	Last	Board Member	Company Name	2nd	Connect Name (1)
First	Middle	Last	Board Member	Company Name	2nd	Connect Name (2)
First	Middle	Last	Board Member	Company Name	2nd	Connect Name (2)
First	Middle	Last	Board Member	Company Name	2nd	Connect Name (2)
First	Middle	Last	Board Member	Company Name	2nd	Connect Name (2)
First	Middle	Last	Board Member	Company Name	2nd	Connect Name (2)
First	Middle	Last	Board Member	Company Name	2nd	Connect Name (2)
First	Middle	Last	Dir. and Employee	Company Name	2nd	Connect Name (3)
First	Middle	Last	Board Member	Company Name	2nd	Connect Name (3)
First	Middle	Last	Board Member	Company Name	2nd	Connect Name (3)
First	Middle	Last	Vice Chairman of the Board	Company Name	2nd	Connect Name (3)