

BOARD TRIGGERS™



Becoming a board member is a process that requires a focused approach. Many senior executives possess the experience and qualifications for board membership, however most don't know where to begin looking or how to be considered for board opportunities. The path to board membership – no matter your qualifications – begins with an executable

action plan. Key components of that plan include leveraging and expanding your network so that you not only have board-level resources, but also are connected with decision-makers when opportunities arise.

Over 4,000 public company board seats will turnover in 2014 – we notify you of these changes, and highlight those within your network and/or areas of expertise. That way, you are armed with actionable steps towards gaining visibility for those seats that do provide an opportunity.

An active approach to board membership can help you find open board seats when they don't find you. This is why The Directors' Institute has built the **Board Triggers™** tool – to make your search for board membership a smarter one, by identifying board vacancies as they happen, as well as who can connect you and why you might possess the qualifications they are looking for.

The Board Triggers™ system collates all available board data to identify board seats that are currently vacant, or those that may become vacant in the coming months. However, we enhance this information by identifying which companies present the greatest likelihood of success for our members – the “lowest-hanging fruit”. These are the companies that should be at the top of your list in making inroads towards board consideration. We identify these target companies by:

A – highlighting possible opportunities that are within your network of contacts. Thus, if you have a first-degree or second-degree network connection on the board of a company that is recruiting, we will advise on who can make the appropriate introductions.

B – detecting the positions for which you might possess the requisite qualifications. As a recent leading survey indicated that the most important consideration when recruiting a new board member is industry expertise, thus we target companies where you have relevant industry experience.

The following chart demonstrates what your board triggers will look like:

Company	Date	Relationship	Contact
Company 1	MM/DD/YY	1 st	Name
Company 2	MM/DD/YY	1 st	Name
Company 3	MM/DD/YY	1 st	Name
Company 4	MM/DD/YY	1 st	Name
Company 5	MM/DD/YY	2 nd	Name
Company 6	MM/DD/YY	2 nd	Name
Company 7	MM/DD/YY	Industry	Name
Company 8	MM/DD/YY	Industry	Name

The end result is a tool that can help make your process for finding a board seat more efficient and more effective. By focusing on the companies in your network and within your areas of expertise, you can invest your time with the opportunities with the highest likelihood of creating a return.