

Premium Products

1. Board Bio	2
2. DirectorSource™ Premium	3
3. Board Triggers	4
4. Board Network Map™	5
5. Directorship Heat Map™	7
6. LinkedIn Visibility.....	8

Our premium products are designed to help you get a board seat from all angles. From enhancing your network and visibility to board decision-makers, to information on where board opportunities exist that you would be interested in, our premium products provide a robust and multi-faceted set of tools for accelerating and optimizing your path to board service.

1. Board Bio



In addition to a resume, you should also submit a bio when applying for a board seat. Your board bio should include information relevant to the board position you are applying for, not your entire career. In addition to recounting your accomplishments, the board bio is your opportunity to humanize yourself. It allows you to show some personality, and be relatable. If a nominating chair feels they can make a connection or relate to you after reading your bio, you are more likely to be selected.

The level of formality required for your board position may influence how much personality you feel comfortable conveying in your bio. A bio for a nonprofit board, for example, should generally be a bit more conversational and personal than a bio for a Fortune 500 company board. Ultimately, every board is hiring a person, not a series of accomplishments. Your best opportunity to portray your personality enough to pique a nominating chair's interest is through your board bio.

We use our experience in what nominating committee chairs look for in new candidates to create a board bio that casts you and your experience in the best possible light for board opportunities.

A board bio and resume are designed to translate your career experience to the board room. As a director, you will be responsible for a high level, long-term outlook, and we create your board bio to reflect that.

2. DirectorSource™ Premium

DirectorSource™ is an online network for prospective directors looking for opportunities to engage with companies considering new board members.

Based on frequent interaction with both prospective and current board members, we know the biggest hurdle in finding board membership opportunities is not having the right networks.

By joining DirectorSource, you will become visible to a network of our affiliate companies, which engage our members for prospective board membership opportunities.

Although we can't guarantee that by joining DirectorSource you will land on a board, we can certainly increase your visibility among the board world beyond your own networks, and serve as a conduit to highlight your unique qualifications and background.



By joining DirectorSource at the Premium level, your entry will be accompanied by a more robust profile including your full bio, resume, and a headshot, ensuring that you will stand out and appear prominently to nominating chairs and board search firms that comb our database for candidates. In addition, DirectorSource Premium entries are prioritized higher in search results. Overall, it gives you the opportunity to include more information about yourself and increases the visibility of your profile, and thus increases the likelihood that you will be sought out for board opportunities.

How does it work?

- Your Board Profile will be visible to our affiliate companies who are either looking for director talent to fill an immediate board opening, or viewing profiles on an ongoing basis. (Your name and contact information are kept both anonymous and confidential). Our affiliates have an incentive to look at DirectorSource first, because it provides a pre-screened list of executives without the cost of a retained search engagement. You will be among the first to be considered for new openings.
- Should a company take an interest in you, we will notify you so that you may consider the opportunity.
- After review, should you share a mutual interest, our team will facilitate an introduction and assist throughout the two-way vetting process.

What makes DirectorSource different?

- Our members are our clients, so you can be assured that our interests align with our ability to widely grow your network and to increase both your visibility and competitiveness for board seat openings.
- Unlike board search firms and other “membership” organizations, we do not charge companies a recruitment fee for engaging our members as candidates for open board seats, nor do we charge a placement fee. Therefore, our members are not limited to a finite number of “client” companies, but rather have access to a much wider network of potential board opportunities.
- Our affiliate companies do not only engage DirectorSource when they have an immediate need for a new board member, but rather have access to our membership on an ongoing basis.

3. Board Triggers



Board Triggers provide all-inclusive data on the latest departures and vacancies in public-company board seats. Your purchase of board triggers gives you access to a year of updates, which will be sent to you on the first Friday of each month.

Governance Updates list companies that have specifically reported that they are searching for new directors, as well as the date and any relevant information on what skills those boards are looking for. Governance updates also indicate which boards are likely to be searching for new directors even if they have not reported a search, based on vacated seats that have not yet been reported as filled. Board seats that have been vacated are generally filled eventually, unless the charter is modified to reduce the total number of seats (which is captured in the “Notes” section of the report, where applicable).

The following is a sample from a past Governance Update:

File Date	Effective Date	Company	Notes
11/25/2013	11/20/2013	Build-A-Bear Workshop, Inc.	Specifically seeking a director who qualifies as an "audit committee financial expert"

One of the most common ways a new board member is elected is by filling a seat that a different director vacated. Board triggers keep you apprised of all board seats that have been vacated, so that you can present yourself as a candidate to fill the empty seat.

4. 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.

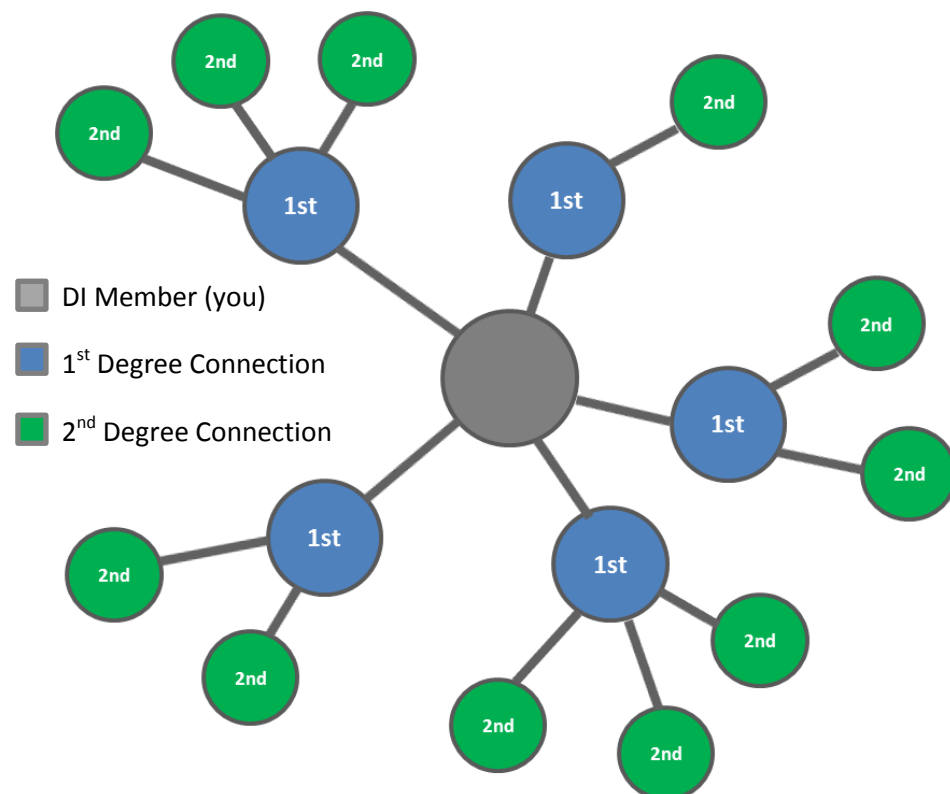
This is where the **Board Network Map™** comes in. This tool, designed by The Directors’ Institute and drawing on multiple databases of more than 50,000 current directors, looks at your LinkedIn or Outlook contacts and then helps you identify board members you are connected to who you might want to meet 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:



Networking is the most useful tool in being considered for board opportunities. The Board Network Map shows you where your board-level connections are, so that you can reach out to them and further develop a relationship that may lead them to consider you for opportunities on the boards they serve, recommend you to other company board members they know, and/or provide advice and insight on how they became a board member.



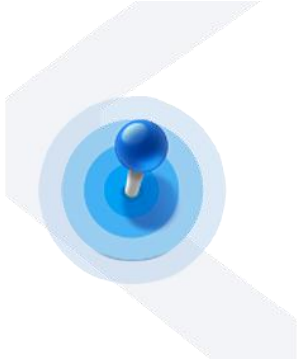
You can determine who connects you to your second degree connections by following the branches on your map (Sample A), or by looking at the “Strongest Connection” column in the included spreadsheet (Sample B). Clicking the dropdown menu on the “Strongest Connection” column allows you to filter which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

5. Directorship Heat Map™



According to multiple surveys of public company directors, **the top characteristic boards look for when recruiting new board members is industry expertise.** The Directorship Heat Map allows you to take advantage of this fact, by showing you a list of all public and large private companies where you have industry expertise. We look at the companies and roles you have experience with over the course of your career, and then create a comprehensive list from our database of over 5,000 companies that would likely find your experience desirable in a new board member.

Your Directorship Heat Map provides you a shortlist of companies so that you can focus your efforts on the companies that are the most likely fit for you, and thus offer you some of the best chances for board service.

The Directorship Heat Map provides the company name, ticker, industry, physical address, and basic contact information, to help facilitate your search. Depending on range of past industry experience, a typical Heat Map contains about 75 to 100 companies.

Ticker	Company	Industry	Address1	Address2	City	State	Zip	Country	Website
Company Ticker	Company Name	Investment Advice	Line 1	Line 2	City	ST	XXXXX	USA	www.companywebsite.com
Company Ticker	Company Name	Holding & Other Investment Offices	Line 1	Line 2	City	ST	XXXXX	USA	www.companywebsite.com
Company Ticker	Company Name	Investment Advice	Line 1	Line 2	City	ST	XXXXX	USA	www.companywebsite.com
Company Ticker	Company Name	Investment Advice	Line 1	Line 2	City	ST	XXXXX	USA	www.companywebsite.com
Company Ticker	Company Name	Hospital And Medical Service Plans	Line 1	Line 2	City	ST	XXXXX	USA	www.companywebsite.com
Company Ticker	Company Name	Hospital And Medical Service Plans	Line 1	Line 2	City	ST	XXXXX	USA	www.companywebsite.com
Company Ticker	Company Name	Health Services	Line 1	Line 2	City	ST	XXXXX	USA	www.companywebsite.com
Company Ticker	Company Name	Health Services	Line 1	Line 2	City	ST	XXXXX	USA	www.companywebsite.com
Company Ticker	Company Name	Health Services	Line 1	Line 2	City	ST	XXXXX	USA	www.companywebsite.com
Company Ticker	Company Name	Skilled Nursing Care Facilities	Line 1	Line 2	City	ST	XXXXX	USA	www.companywebsite.com
Company Ticker	Company Name	Skilled Nursing Care Facilities	Line 1	Line 2	City	ST	XXXXX	USA	www.companywebsite.com
Company Ticker	Company Name	Services-Hospitals	Line 1	Line 2	City	ST	XXXXX	USA	www.companywebsite.com
Company Ticker	Company Name	Services-Hospitals	Line 1	Line 2	City	ST	XXXXX	USA	www.companywebsite.com
Company Ticker	Company Name	General Medical And Surgical Hospitals	Line 1	Line 2	City	ST	XXXXX	USA	www.companywebsite.com
Company Ticker	Company Name	General Medical And Surgical Hospitals	Line 1	Line 2	City	ST	XXXXX	USA	www.companywebsite.com
Company Ticker	Company Name	General Medical And Surgical Hospitals	Line 1	Line 2	City	ST	XXXXX	USA	www.companywebsite.com
Company Ticker	Company Name	General Medical And Surgical Hospitals	Line 1	Line 2	City	ST	XXXXX	USA	www.companywebsite.com

6. LinkedIn Visibility

Networking and visibility to board decision-makers is crucial to getting a board seat. Large surveys of the boardroom indicate that 90% of directors look to their own networks when looking to fill a vacant board seat.



When used effectively, LinkedIn is an excellent tool for increasing your visibility, and for actively engaging, organizing, and expanding your professional network. Our team of experts, who include those in the top 1% most viewed profiles on LinkedIn, will:

- Build your LinkedIn profile to clearly and effectively portray your professional experience.
- Consult with you to make sure you are fully utilizing your network.
- Provide thorough yet easy-to-use information on the tools available to you on LinkedIn, and how you can use them to enhance your profile.
- Develop a personalized plan and steps on how you can increase your online presence and fully utilize your network, based on your personal board goals.