



Dr. Sara Faivre

Board Director, Executive Coach

Preparing for Board Searches and Interviews



Dr. Sara Faivre



Board of Directors

Farmer Mac (NYSE: AGM)
One More Cloud
NACD-TTC advisory board



**Board and Leadership
Coaching**

Sara Faivre, Inc.



**Entrepreneur and Investor
Ag biotech,
Sustainable food systems**

GROW Impact Fund
Wild Type Ranch
Viagen, Inc.
GenomicFX

Three Steps to Landing a Board Role

- Get Noticed
Polish your personal board brand
- Rise to the Top
Create an application that gets priority
- Demonstrate your Fit
Effective board interviews

Step 1: Polish Your Personal Board Brand



Board-focused Resume



LinkedIn Profile



Board Bio



Professional visibility

Board- focused Personal Branding

- Identify and highlight your *value* to a prospective board
- Board Resume is distinct from executive resume
- Include Board-relevant keywords in LinkedIn headline
- Board Bio adds a personal touch
- Stay visible and relevant via LI, Twitter and targeted networking

Keep posted materials updated on various sites

Board Relevant Skills and Expertise



Board Value Statement

- Specific industry experience
- Uncommon talents or abilities
- Personal characteristics
- Relevant to *board* service (strategic, risk, analytical, big-picture)

Focus on what you can DO for the board, not WHY you want a board seat



My Board Value Statement

"I am an experienced public and private company director who excels at strategic evaluation of complex issues, particularly at the intersection of business, science and culture.

I bring particular value to companies in transition to long-term sustainability or cultural transformation, especially in the ag, food and biotech sectors.



Working with Recruiters



Always return a contact



Stay in touch



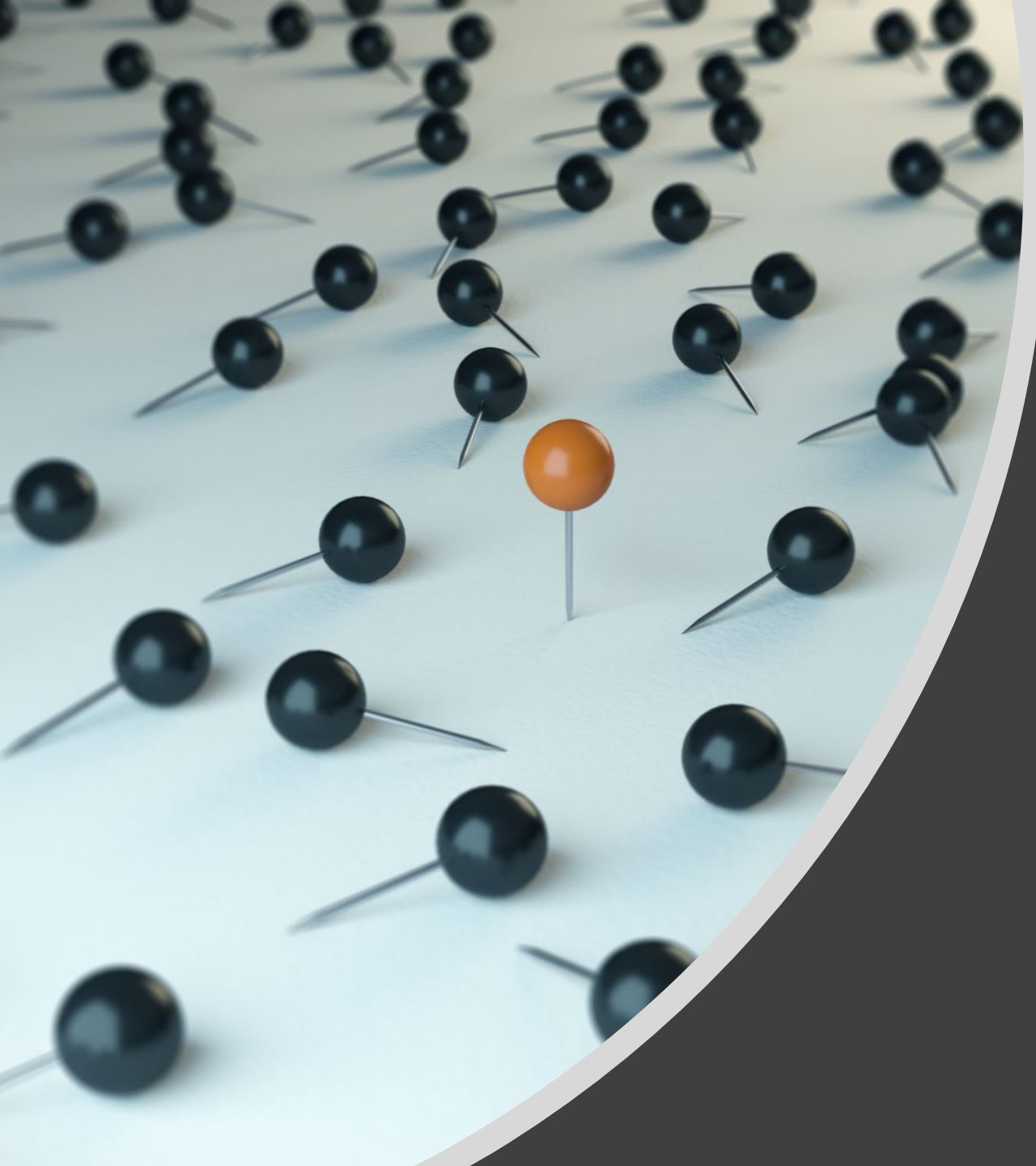
Optimize your LinkedIn and keep it current



Ask for firm's board recruiter specialist



Refer others/pay it forward



Step 2: Applying for a Board Position

- Deciding to apply
- Background Research
- Writing a targeted cover letter

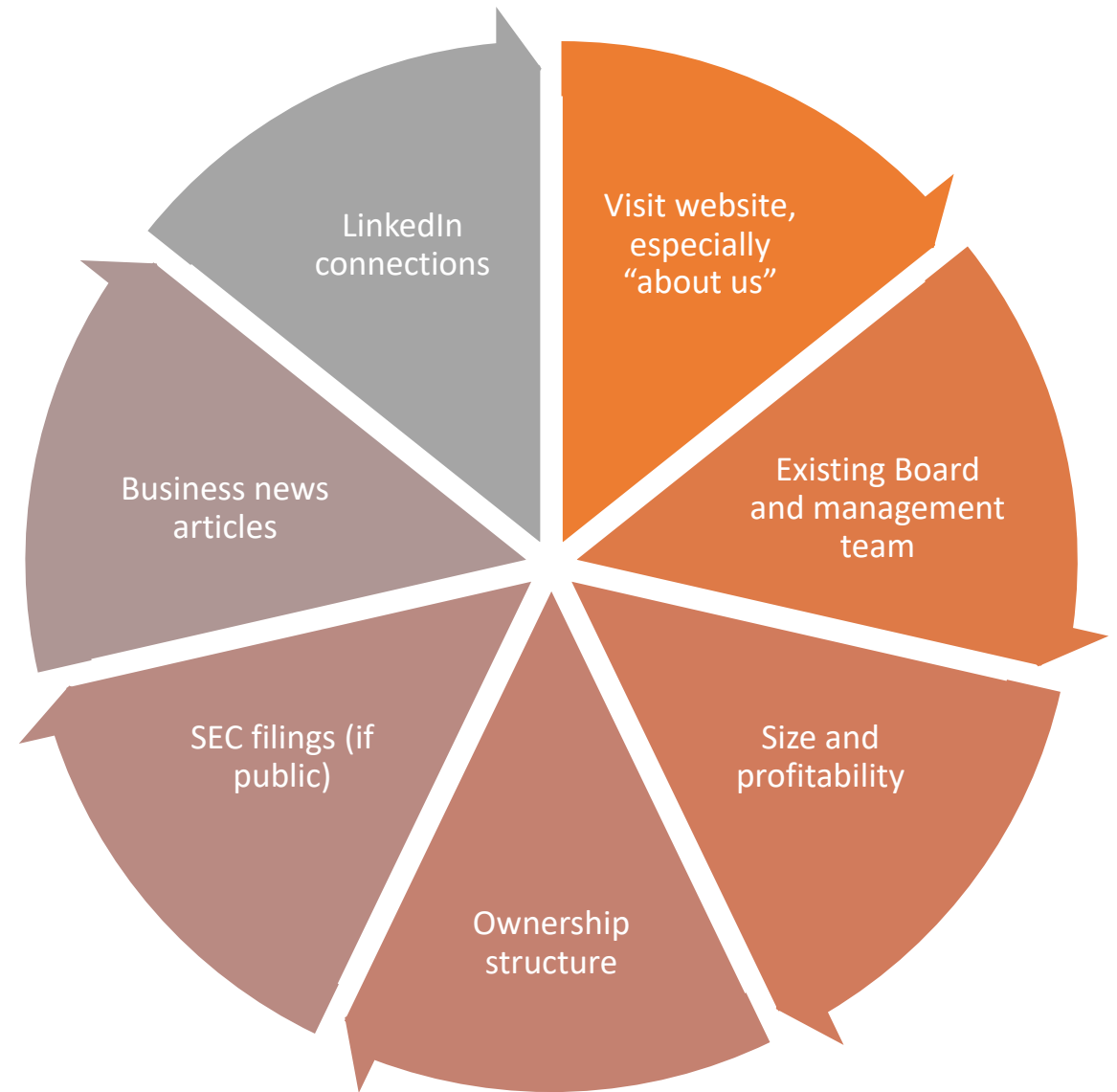
Deciding to Apply

- Required vs. Desired qualifications
- Relevance to current experience
- Competitiveness
- Calibrate your effort





Background Research



Writing a Targeted Cover Letter

- Start with a solid template summarizing main qualifications and value statement
- Identify gaps in current board
- Address existing challenges or opportunities
- Speak to company mission or values
- Highlight your unique contribution



Step 3: The Board Interview

- In-depth research
- Demonstrating strategic insight
- Determining your mutual fit



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Pre-Interview Research

- SEC filings (Proxy, 10-K, recent 8-Ks, 10-Qs)
- Annual reports
- Bylaws, Charter
- LinkedIn profiles and Bios of Board and Exec team
- News media and public media
- Glassdoor, Investor sites

Focus on financial and strategic issues

Prepare insightful questions



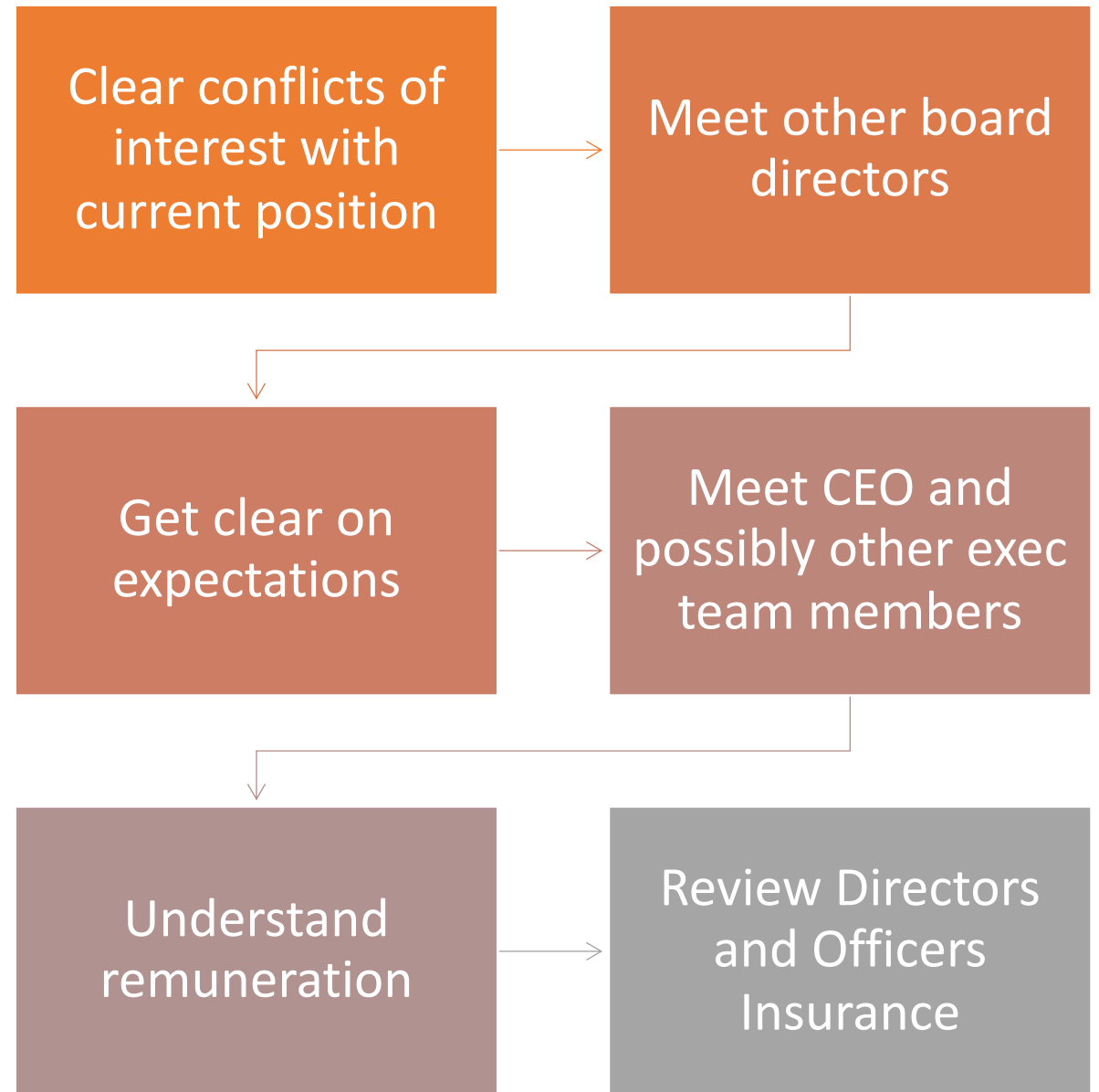


The Interview

- Ask insightful questions based on background research
- Understand your specific value to the board
- Delve into what they want the new board member to bring
- Ask about how they worked through prior issues and milestone
- What is the vision and trajectory for the company?
- Be prepared to relate your current experience to board duties



Before You Join



Thank You!

Connect on
LinkedIn

Email me:
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