Becoming an Exceptional Board Director Candidate

— Education & Certification Course —

International Board Director Competency Designation (IBDC.D)

Aspiring and experienced Board Directors of all ages are still in high demand, however, if you are not viewed as having *'next-gen Director'* qualities and haven't properly packaged yourself for serious consideration, your chances of appointment are greatly minimized.

We teach aspiring and experienced Board Directors modern Board Candidate packaging AND modern Board operations knowledge.

M. A. Pfister Strategy Group

Captivate
Innovate
Motivate

http://www.pfisterstrategy.com/exceptionalboarddirector

M. A. Pfister Strategy Group's *Becoming an Exceptional Board Director Candidate Education & Certification Course* is truly a unique program, developed over many years of experience gained from working with hundreds of Boards and Board Directors in the public, private, and nonprofit sectors. Other programs claiming to solely get you *'Board ready'* simply aren't enough in today's Board landscape. Do you know how many professionals are *'Board ready,'* but never land a Board seat? A lot. Too many to count for aspiring Directors. Even experienced Directors are losing their favorable position for future Board seat appointments by not keeping current with effective Board Candidate *'packaging'* principles and modern Board Director operations practices.

Who benefits from this Education & Certification Course?

- **Aspiring Directors** looking to gain a comprehensive understanding of Board operations, decisioning processes, and structure.
- **Experienced Directors** with the desire to increase their own knowledge above what they have experienced as well as elevate and apply modern concepts to the Boards they serve.
- **Any level of Director** (aspiring to experienced) looking to fully understand modern Board Director Candidate packaging and marketing to land additional or their first Board seat(s).

So why not get both the modern Board Director candidate packaging **AND** modern Board operations knowledge all in one shot? Learn from the most comprehensive program currently on the market and **ALSO** earn your *International Board Director Competency Designation* (IBDC.D).

12 modules covering all the areas you must know, including your all-important Board Director packaging.

For aspiring and experienced Directors

Become a Top Board Director & Candidate

Become a Certified Board Director

Program Overview

A 3-Phase / 12-session Board Director development program designed to foster effective Board Candidate packaging principles and modern Board operations practices. This robust program teaches aspiring as well as experienced Board Members:

- ✓ Proven and effective steps to successfully plan and implement your personal, modern Board Director Candidate strategy and packaging
- ✓ Effective and efficient modern-day Board and Director operations

Experience how these achievable & focused efforts help you convey the experience and confidence needed for serious Board Director / Board Advisor candidate consideration while simultaneously elevating your Boardroom effectiveness and success.

Program Structure

The program curriculum includes a deep, curated library of expert articles, video lectures, recorded webinars, Board Candidate packaging templates, and many other informational reference materials designed to make the lessons impactful and easily implemented. The program is divided into three phases, each with a total of four session focus areas. Candidates should expect to dedicate the following amount of time to successfully complete the program:

- ➢ Total of 12 sessions (1 each week for 1:1 & Group, at your own pace for On-Demand):
  - ~1.5 - ~3.5 hours per session for preparation and prework
  - For 1:1 and Group option, + 1.5 hours for each session summary lecture and overview
- ➢ Short test following the completion of each phase:
  - 20-minute test following each of the 3 phases
- ➢ Final exam at the completion of all 3 phases / all 12 sessions:
  - ~1-hour cumulative final exam on the principles and learnings across the entire program

Certification

As a graduate, you will have learned a great deal at the completion of this program and also earned your *International Board Director Competency Designation* (IBDC.D) certification, active for a period of 3 years. To keep your IBDC.D certification active past the initial 3-year issuance term, the following must be met within each 3-year recertification period:

- ➢ Earned at least 15 applicable *Continuing Professional Education* (CPE) credits
- ➢ Paid a recertification fee (covering ongoing education sessions, webinars, lectures, and other administrative requirements)

IBDC DESIGNATION

Program Engagement Options

1:1 Sessions

Group Sessions

On-Demand Sessions

M. A. Pfister Strategy Group

http://www.pfisterstrategy.com/exceptionalboarddirector

Become a Certified Board Director

Program Curriculum

Phase 1 of 3: Modern Board Director Background and Understanding

✓ **Session 1:** Introduction to Program and Individual Goal Setting
- + The modern Board Director
- + Officer-ready talent
- + Theranos case study
- + Pivots for the COVID-age Board

✓ **Session 2:** Board Director Trending and Future Prospects
- + Board history and background
- + Board creation/recreation
- + Heeding the Board's 5 observables
- + Private Equity vs. the Traditional Company
- + Surviving vs. thriving
- + The Board's focus on HIAR
- + CEO trending

✓ **Session 3:** The New Board Directorship Expectations
- + What makes a great Board
- + The Board's role in goal setting
- + Continuing education priority
- + Personal strategy
- + Trust and the Board
- + Non-Executive Chairpersons
- + Public opinion / Cancel Culture
- + Board Documents initiation (*'majors'* + *'minors'*)

✓ **Session 4:** Showcasing Your Strategy & Governance Expertise
- + Role of strategy
- + Role of governance
- + Board strategy
- + Risk integration
- + A.I. and M.L. Board governance
- + Innovation governance
- + The strategic executive
- + Exceptional Board governance
- + Escalation process governance
- + Supply chain governance

Phase 2 of 3: Board Directorship Evaluation Criteria

✓ **Session 5:** Aligning of Values, Vision, and Mission
- + Mistakes Board candidates make
- + Board decisioning process
- + Organizational risk
- + Risk Governance
- + Respectful dissent
- + Board Documents (core leadership traits)
- + Risk & values linkage
- + Board Candidate mistakes

✓ **Session 6:** Board Member Behavioral Predisposition Evaluation Criteria
- + IQ, EQ, MQ, TQ, & AQ
- + Signs of high Emotional Intelligence
- + Needed characteristics of grit
- + *'In-Between'* Director commitment
- + Board Director / Advisor time commitment
- + Emotional manifestations
- + CEO succession planning
- + Proper Board Documents example

✓ **Session 7:** Modern-Day Board Considerations and Selection Criteria
- + Proper *'Board Architecture'*
- + Modern Board structuring trends
- + Poison Pill / hostile takeover defense
- + Performing a Board Architecture Assessment (BAA)
- + Board Maturity Continuum
- + Defining your *'Major'* & *'3 Minors'*

✓ **Session 8:** Ensuring Your *'Career Trifecta'*
- + Board Member evaluation & selection
- + Ensuring your seat on the Board
- + Forms and filings
- + Proper financial reviews
- + Gig economy considerations

Become a Certified Board Director

Program Curriculum (continued)

Phase 3 of 3: Finalizing Your Board Director Strategy & Packaging

✓ **Session 9:** Aligning Yourself to Board Committees

+ The importance of Board Committees
+ Alignment to Board Committees
+ Board Committee reporting
+ Creating a cybersecurity-savvy Board
+ Focus on the Nominating Committee
+ The ESG challenge
+ Pre-IPO Board considerations

✓ **Session 10:** Creating Your Modern Board Documents

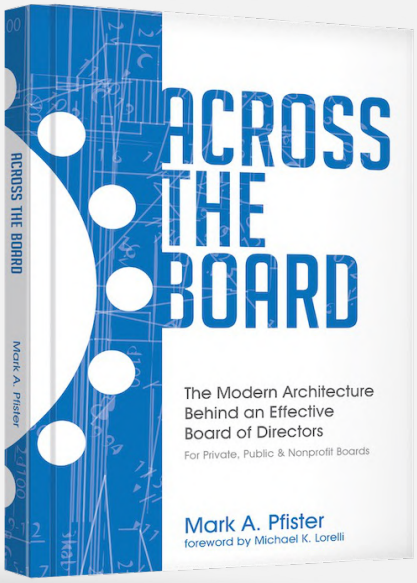
+ 7 steps for proper Board Documents
+ Why not a résumé or CV?
+ Creating your *'Board Director Persona'*
+ Human Capital disclosures
+ Your Board Documents creation
+ Increasing chances of landing Board appointments

✓ **Session 11:** Establishing Your Authority

+ Strategies for establishing authority
+ Director online presence
+ Board Candidate Checklist
+ Modern Board interview considerations
+ Board assessments
+ Corporate indemnification
+ D&O insurance
+ IDL insurance
+ Board non-disclosure agreements
+ Board portals

✓ **Session 12:** Successfully Marketing Yourself

+ Refining your *'brand'*
+ Strategies for personal marketing
+ Powerful inbound content marketing
+ Systematic Strategic Thought Process
+ Supporting your appointment
+ Leveraging Board-build options
+ Private Equity Board considerations
+ Board Pitch Book example
+ Director remuneration / compensation
+ Removing problematic Board Members
+ Avoiding Board appointment pitfalls
+ Elevating your online presence



Reference Book

Across The Board: The Modern Architecture Behind an Effective Board of Directors is referenced throughout the course.

- Digital excerpts of all chapters included in program -

Reached Amazon's *"#1 New Release in Corporate Governance"*
in circulation in over 70 countries

M. A. Pfister Strategy Group

http://www.pfisterstrategy.com/exceptionalboarddirector

Keeping Your Board Certification Active

IBDC.D Recertification

In order to keep your IBDC.D certification active, you will need to accumulate 15 CPEs within each 3-year recertification cycle. CPEs can be earned through the following methods:

Live Webinars & Lectures

Earn 1 CPE for each live webinar or lecture hour attended in its entirety. Qualifying CPE sessions will be announced with the ability to register in advance of event at www.pfisterstrategy.com/webinars. Registered attendees will automatically be credited with 1 CPE after attending and will receive a confirmation email upon completion.

1 CPE credit per session, unless otherwise announced

Recorded Webinars & Lectures

Earn 1 CPE for each recorded webinar or lecture hour viewed in its entirety. Qualifying CPE session recordings can be viewed at www.pfisterstrategy.com/webinars. Upon viewing completion of each recorded webinar or lecture in its entirety, it is the responsibility of the certification holder to email CPE@PfisterStrategy.com to receive their CPE credit(s). (Honor System rules apply)

1 CPE credit per session, unless otherwise announced

Events & Forums

Earn a predetermined amount of CPEs for each Pfister Strategy-hosted or affiliated event or forum attended in its entirety. Qualifying CPE events and forums will be announced with the ability to register in advance. Registered attendees will automatically be credited with the announced number of CPEs after attending and will receive a confirmation email upon completion.

CPE credits will be announced

Speaking, Authoring, & Special Projects

Earn a predetermined amount of CPEs for speaking, authoring, & special projects:

Speaking: 2 CPEs per speaking engagement on or related to Boards (maximum 6 CPEs per renewal cycle).*

Authoring: 2 CPEs per authored article or 1 CPE per quote in article (maximum 4 CPEs per renewal cycle).*

*Upon completion, a URL link of the accomplishment must be emailed to CPE@PfisterStrategy.com to receive CPE credits. (Honor System rules apply)

Special Projects: TBA projects initiated by Pfister Strategy with CPEs commensurate with time commitment (maximum 4 CPEs per renewal cycle)

Become a Certified Board Director

Program Options & Investment

	1:1 Education Sessions	Group Education Sessions (8 or more registrants)	On-Demand Education Sessions
12 Engaging + Detailed Sessions	✓	✓	✓
Modern Board Operations Knowledge	✓	✓	✓
Modern Board Director Candidate *'Packaging'*	✓	✓	✓
Outlines & Templates	✓	✓	✓
Phase / Program Competency Testing	✓	✓	✓
IBDC.D Certification (3 years)	✓	✓	✓
IBDC.D Printed Certificate	✓	✓	✓
'Across The Board' Book (full digital excerpts)	✓	✓	✓
12 Live + Interactive Session Summaries	✓	✓	
Individualized / Personal Focus	✓		
Board Opportunity Introductions (when possible)	✓		
Board Director *Spotlight* Ad	✓		
Board Documents Review	✓		
	US$ 7,500 per individual	US$ 2,000 per individual	US$ 599 per individual

	For All IBDC.D Certification Holders
Recertification (every 3 years from initial cert. date)	(having earned 15 verified CPE credits within each 3-year recertification period)
	US$ 499 per individual

Become a Certified Board Director

Course Leader: Mark A. Pfister - Non-Executive Director, CEO, & Chief Board Consultant

With a strong focus in Strategy, Governance, and Technology/Cybersecurity, Mark A. Pfister is CEO & Chief Board Consultant of M. A. Pfister Strategy Group, an executive advisory firm that serves as a strategic advisory council for executives and Boards in the public, private, and nonprofit sectors. He is also Chairman & CEO of Integral Board Group, a specialized Board services and consulting company. Mr. Pfister is a *'Board Macro-Influencer'* and his success has been repeated across a wide range of business situations and environments. He prides himself on being a coach and mentor to senior executives and directors. In Board Director circles, Mr. Pfister has earned the nickname *'The Board Architect.'*

The overarching theme throughout his career has been his aptitude in leadership positions, passionate focus on people, unique governance models, and ability to create value for shareholders and stakeholders through innovative business strategies and operational excellence. Michael Lorelli, Executive Chairman of Rita's Franchise Company, has said, *"Mark's unusual combination of excelling at a macro and micro grasp of business, genuine interest in Governance, and ability to coach and mentor a Management Team make him a terrific Independent Director."*

Mr. Pfister is a certified project management professional and frequently serves as an expert Project Executive, consulting on global programs/projects in their initiation and operational phases, as well as programs requiring remedial focus to bring them back on track. He has deep knowledge and experience in Board design & operations, strategic planning, business transformation, technology implementations, decisioning processes, certification & continuing education programs, executive coaching, and governance models.

Mr. Pfister was CEO of Pro4ia, Inc., an international consulting and professional services company specializing in a wide range of technology solutions utilizing formal Project Management as a proven and repeatable delivery method. With a Fortune 50 client list, Pro4ia was Citibank's Nominee for Crain's Magazine *'Entrepreneurship of the Year'* Award in 2005. He simultaneously served as CEO of Onit, Inc., a national sourcing company specializing in placements for all levels of technology skill sets. Mr. Pfister was also the National Program Office Leader for American Express leading some of the largest technology transformation initiatives in the company's history. He served as a Licensed Engineering Officer in the U.S. Merchant Marine, holds a B.S. from the State University of New York Maritime College in Facilities Engineering, and completed Harvard Business School's Executive Education Program for Board Directors.

Mr. Pfister is the creator of the *'Board as a Service'* (BaaS) engagement model, an industry he is credited with inventing. He is a Master Speaker and conducts international speaking tours, lectures, and seminars focused on effective leadership, strategy, Board architecture, becoming an exceptional Board Director candidate, professional project/program management, and entrepreneurship.

His popular book, *'Across The Board: The Modern Architecture Behind an Effective Board of Directors,'* an Amazon best-seller with circulation in over 70 countries, has influenced an entire new generation of Board Directors.

Mr. Pfister is a proficient Board Director and CEO with experience across multiple industry verticals. He is typically the Chair, or a member of the Strategic Planning Committee, Governance Committee, Technology & Cybersecurity Committee, and has deep Nominating Committee experience. Mr. Pfister's experience as an internationally renowned Board Consultant, having guided and coached hundreds of Boards, Board Committees, and Board Members across public, private, and nonprofit verticals, additionally offers up unique and informed viewpoints to the companies he serves.

He holds an *International Board Director Competency Designation* (IBDC.D) through M. A. Pfister Strategy Group, an *Executive Masters Professional Board Certification* through the American College of Corporate Directors (ACCD), is a certified *Project Management Professional* (PMP) through the Project Management Institute (PMI), earned a *Global ESG Board Certification* (GCB.D) through Competent Boards, and holds a *Certified Cyber Intelligence Professional Board Certification* (CCIP) through the McAfee Institute.

M. A. Pfister Strategy Group http://www.pfisterstrategy.com/exceptionalboarddirector