



# How Women Lead in the Boardroom

October 16, 2019



How  
Women  
Lead



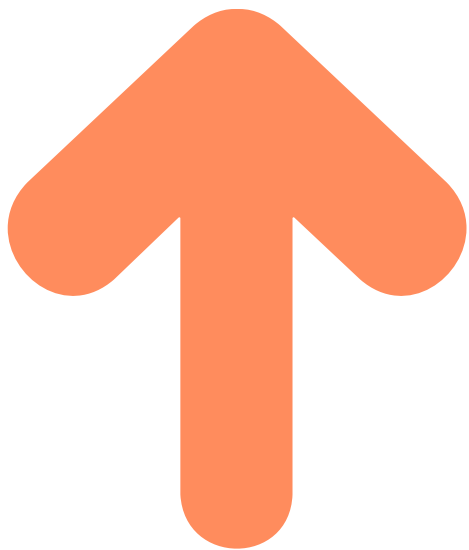
**Film**

**Boards**

**Politics**

**Careers**

**Capital markets**



**26%**



**Innovation**

**Decision making**

**Decreased risk**

## Women in Corporate Board Leadership

### Tipping the scales - this means YOU!



#### What you need to know:

##### *Public Companies:*

- 5,000 public U.S. companies have average turnover of less than 1 board seat per year.
- Seek directors with major corporate C-suite roles (CEO, CFO, COO) and P&L responsibilities
- NEW: experts in Cybersecurity, Culture and Public sentiment important
- Focus on compliance, workload, and compensation varies depending on the role
- Can be a high-risk role with shareholder takeovers, high profile nature and exposure
- Compensation range from \$60k - \$280K/annum for S&P companies (cash retainer and equity), committee chairs receive compensation

##### *Private Companies:*

- Thousands of seats open up annually in the US
- Company size, board skills and qualities needed vary greatly from 100 year old family-owned companies to start-ups with no intention of ever going public
- Compensation varies from startups that ask for board members to invest in the company, early-stage (equity), to more mature companies (combo of equity and cash) and family-owned (primarily cash)
- Experience, access, and pressures range greatly among companies - research and ask!

##### *Networking is key:*

- Get on the radar of search professionals but expand beyond that. A small % of searches are by firms, however, these are often the searches seeking specialized experts and diverse candidates
- Firms like Protiviti, BDO, Deloitte, KPMG and law firms are often called on to suggest candidates
- VCs and PE firms recommend independent candidates for portfolio companies
- Build relationships with CEOs, C-level, corporate secretaries, and nominating and governance chairs
- Get to know entrepreneurs/CEOs and be a generous, trusted advisor
- Connect with board directors; make your value and interest clear so they think of you first

*New Trends:* Many boards still seek CEOs and CFOs, but there is a new demand for current industry experience, including special skills like cybersecurity, sales strategies, digital transformation and marketing and human capital skills.

#### **Resources to Get You Ready and More Visible:**

1. Sign up for the **How Women Lead board readiness trainings:**  
**Silicon Valley** - January 15 & February 12
2. Hire a specialist to update your LinkedIn profile to showcase your board readiness.
  - a. Mindi Rosser is great - <https://www.mindirosser.com/>. Tell her we sent you for a discount
3. Get expert help to prepare your "Go-to-Market" Documents: Board Bio, CV and Pitch:
  - a. Nancy Sheppard with Women2Boards ([www.women2boards.com](http://www.women2boards.com))
4. Tighten your message and speaking muscles with Elizabeth Bachman: <https://elizabethbachman.com>
5. Board databases of candidates are a start, not a 'strategy.' Join the **How Women Lead and Board Leaders databases** - we are the entre to Equilar and theBoardlist.

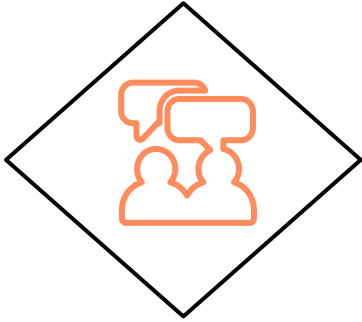


# Inner Circle and Benefits

**Fuel How Women Lead, Give, Invest and Thrive!**

- **25% off** local events
- **20% off** tickets for each NEW guest you bring
- Private event invitations - Oct 30 Meet our CNN Hero
- Invitation to design programming
- Event Host and/or Speaker opportunities - **significant** visibility

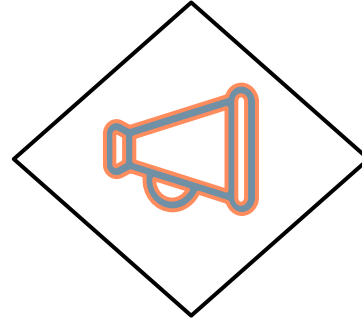
# Commit to our CREDO...



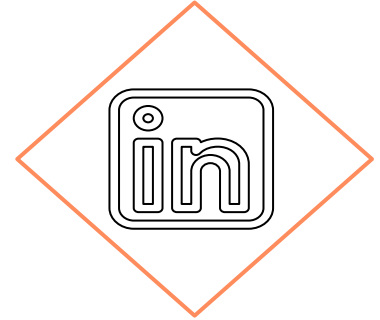
Be fierce  
advocates for  
each other



Say yes to  
connecting  
each other



Reinforce her  
voice



Be unabashedly  
visible

# **RUN THE WORLD**



## MARKETS

# BlackRock: Companies Should Have at Least Two Female Directors

Money manager publicly calls for diversity on boards of companies in its portfolio

## THE WALL STREET JOURNAL.

English Edition | October 15, 2019 | [Print Edition](#) | [Video](#)

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## RISK &amp; COMPLIANCE JOURNAL

## Small Companies Face Added Pressure to Put Women on Boards

Proxy adviser Glass Lewis will advise investors to vote against a key committee chair on all-male boards in the Russell 3000

## Pensions&amp;Investments

[NEWS](#) [DATA](#) [INSIGHTS](#) [MULTIMEDIA](#) [EVENTS](#) [CAREERS](#) [RESEARCH CENTER](#)

# CalPERS turns focus to board diversity in proxy voting

Q Search

**Bloomberg**

## BlackRock Puts Its Votes Behind Proposals to Get Women on Boards

How  
Women  
Lead

# California will require women on corporate boards under bill signed by Brown

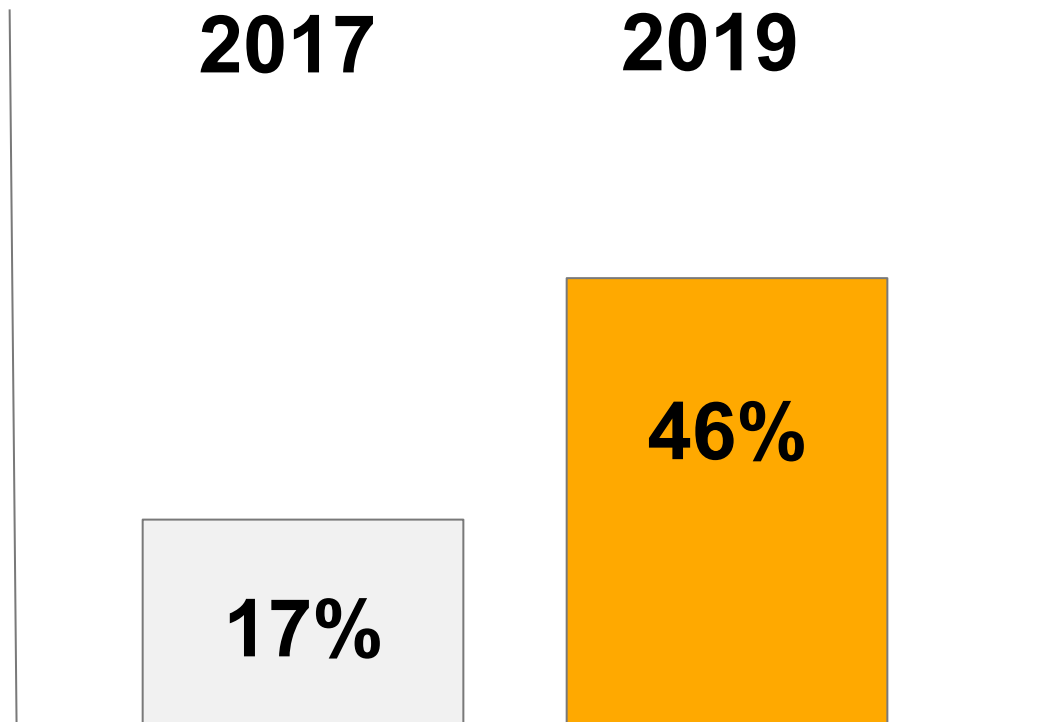


**Nearly 100 California companies have no women on their board of directors**

Government & Regulations

## California could require women directors in corporate boardrooms

# % of New Women Directors on Russell 3000



**YOU ARE UP!**



# Harvard Business Review

BOARDS

## Research: When Women Are on Boards, Male CEOs Are Less Overconfident

by Jie Chen, Woon Sau Leung, Wei Song, and Marc Goergen

SEPTEMBER 10, 2019

## A 29-year-old mayor gave his city's poorest residents \$500 a month. Here's how they spent the money.

Aria Bendix Oct 5, 2019, 2:45 PM



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# Tesla board must face trial over Musk's mega-pay package, Delaware judge says

PUBLISHED FRI, SEP 20 2019 7:34 PM EDT

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## Tesla board will have to defend Elon Musk's massive compensation package, judge says

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## Elon Musk's \$56 Billion Tesla Pay Package Heads to Court

How  
Women  
Lead



## “Conscious Capitalism” Is Not an Oxymoron

by John Mackey and Raj Sisodia

JANUARY 14, 2013

Save Share Comment Text Size Print

There is a growing [network of people](#) – including the leaders of companies such as the Container Store, Starbucks, Trader Joe’s, Patagonia and Whole Foods Market (of which one of us is the co-CEO) – building their companies based on the idea that business is about more than making a profit. It’s about higher purpose. We are a part of this group, and host a set of [conferences](#) each year to share the [guiding principles and best business practices](#) that we have come to call “conscious capitalism.” Every year, we come in contact with more leaders – perhaps like you – who share these beliefs.

But one of the most predictable responses we get from people when we mention the idea of conscious capitalism is, “That’s an oxymoron!”

It is undoubtedly an unusual juxtaposition of words. The word “conscious” has many connotations for people. We define it as being mindful and awake, seeing reality as it is rather than as we wish it to be, recognizing and being accountable for all the consequences of our actions, having a better sense of what is right and what is wrong, rejecting violence as a way to solve problems and being in harmony with nature.

The word “capitalism” was coined by its harshest critic, [Karl Marx](#), around 1850. The interest in and widespread confusion surrounding these ideas is evident from the fact that the most searched word of 2012 on Merriam-Webster’s online



# 1) We must govern better, earlier and with more courage

BUSINESS  
INSIDER

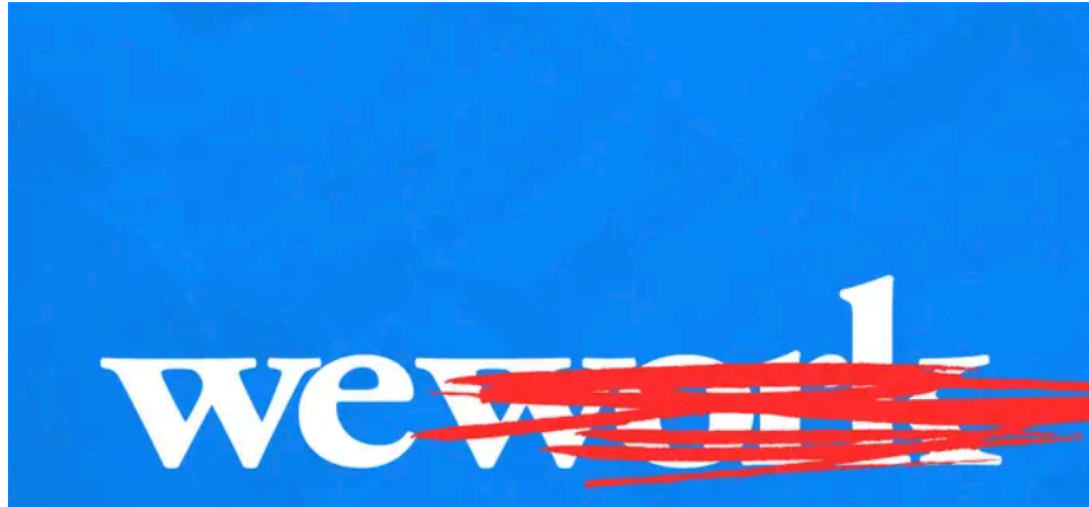
TECH FINANCE POLITICS STRATEGY LIFE ALL

BI PRIME INTELLIGENCE



## How WeWork spiraled from a \$47 billion valuation to talk of bankruptcy in just 6 weeks

Dakin Campbell Sep 28, 2019, 4:29 PM



## 2) We must add diverse directors earlier

Tech IPO stumbles beg the question: Why are startup internal controls so poor?

JORDAN FRENCH @JORDAN\_FRENCH OCTOBER 13, 2019 6:16 AM



# 3) Investors must demand and reflect the diversity we need on boards

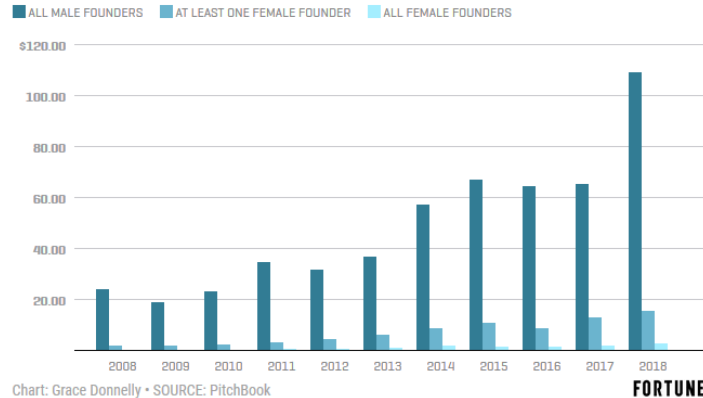
MPW • FEMALE FOUNDERS

## Funding For Female Founders Stalled at 2.2% of VC Dollars in 2018

By Emma Hinchliffe January 28, 2019

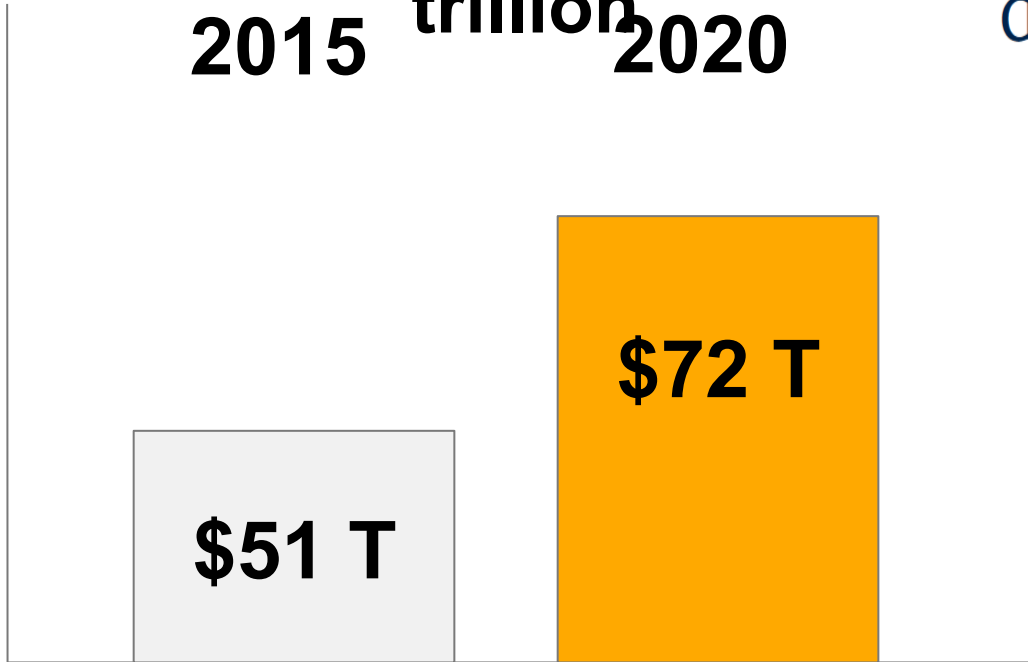
### Total Value of VC Deals by Gender

In billions of U.S. dollars



**By 2020, women are  
expected to control US\$72  
trillion**

The new face of wealth  
and legacy: How women  
are redefining wealth,  
giving and legacy  
planning



**4) Women must start investing**

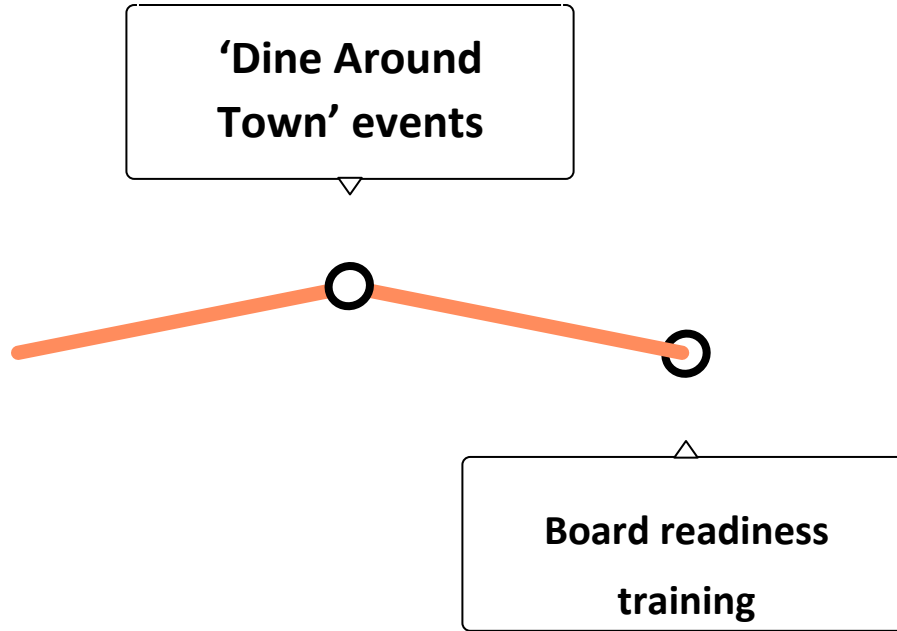
**5) Shift culture on boards so women  
directors stay longer**

# Here is what we created as a pathway to get you on board

**'Dine Around  
Town' events**



# Here is what we created as a pathway to get you on board



# Board Success Stories



**Lauren  
Vacarello**

**Board Seat:  
SalesHood**



**Charlene Li**

**Board Seat:  
Jumpshot**

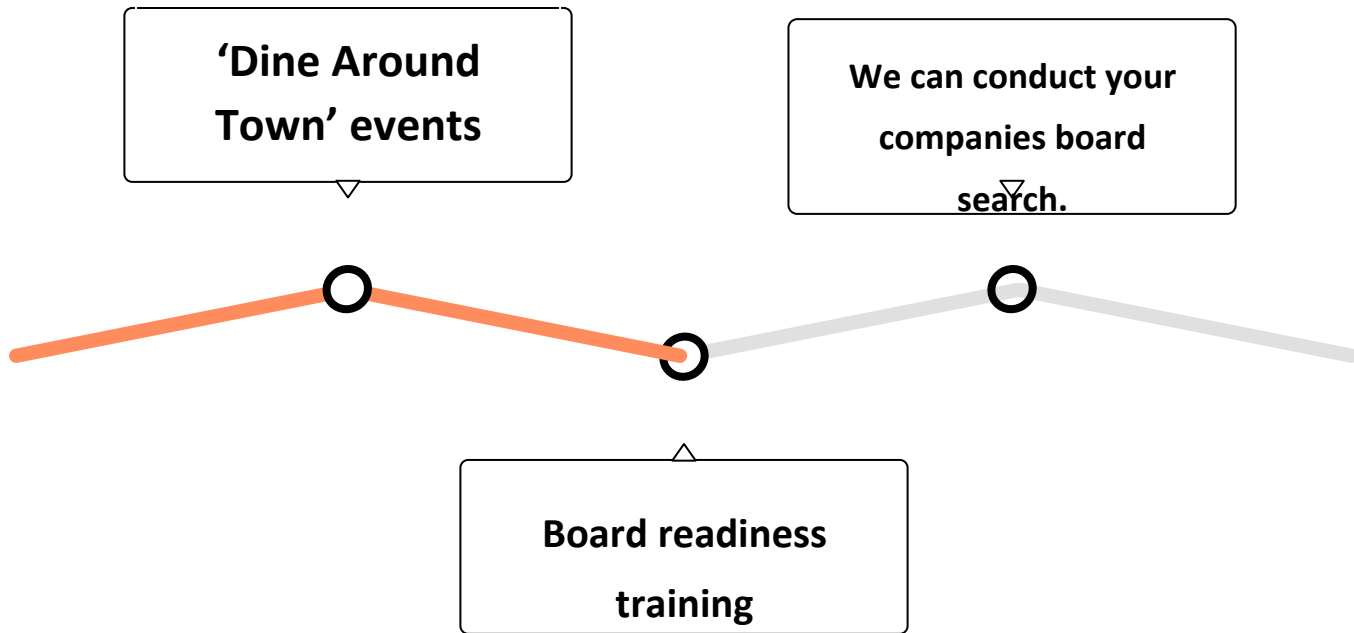


**Arthine Cossey  
van Duyne**

**Board Seat:  
Infrashares**



# Here is what we created as a pathway to get you on board



**THIS IS OUR TIME**

# Honor Roll

Achaogen Inc	Cypress Semiconductor Corp
Acm Research, Inc.	Dynavax Technologies Corp
Adamas Pharmaceuticals Inc	E.L.F. Beauty, Inc.
Adobe Systems Inc	Ebay Inc
Align Technology Inc	Ehealth, Inc.
Apple Inc.	Electronic Arts Inc.
Arcus Biosciences, Inc.	Ellie Mae Inc
Atara Biotherapeutics, Inc.	Essex Property Trust Inc
Audentes Therapeutics, Inc.	Exponent Inc
Autodesk Inc	Facebook Inc
Bank Of Marin Bancorp	First Republic Bank
Cadence Design Systems Inc	Fitbit Inc
California Water Service Group	FNB Bancorp
Calithera Biosciences, Inc.	Franklin Resources Inc
Calix, Inc	Gap Inc
Chevron Corp	Genomic Health Inc
Cisco Systems, Inc.	Geron Corp
Clorox Co	Glu Mobile Inc
Cloudera, Inc.	GoPro, Inc.
Codexis Inc	Harmonic Inc
Cooper Companies Inc	Heritage Commerce Corp
	Hewlett Packard Enterprise Co

HP Inc  
Intersect Ent, Inc.  
Intuit Inc  
Invitae Corp  
Lam Research Corp  
Landec Corp  
Lendingclub Corp  
Maxim Integrated Products Inc  
Mckesson Corp  
Myokardia Inc  
Natus Medical Inc  
Netgear, Inc  
Oclaro, Inc.  
Omniceil, Inc  
Oracle Corp  
Pacific Biosciences Of California, Inc.  
Pattern Energy Group Inc.  
Paypal Holdings, Inc.  
PG&E Corp  
Redwood Trust Inc  
Salesforce Com Inc  
Sangamo Therapeutics, Inc  
Shutterfly Inc  
Simpson Manufacturing Co Inc

SJW Group  
Splunk Inc  
Square, Inc.  
Sunpower Corp  
Sunrun Inc.  
Symantec Corp  
Synopsys Inc  
Tesla, Inc.  
Twilio Inc  
Twitter, Inc.  
Ultra Clean Holdings Inc  
Varian Medical Systems Inc  
Veracyte, Inc.  
Verifone Systems, Inc.  
Visa Inc.  
Vocera Communications, Inc.  
Wells Fargo & Company  
Westamerica Bancorporation  
Western Digital Corp  
Williams Sonoma Inc  
Yelp Inc  
Zendesk, Inc.  
Zynga Inc

# **Return the card at your table & engage with us!**

- Attend a board training - Jan 15 and Feb 12
- Find women for your company's board
- Join the Silicon Valley Executive Board
- Join the 2020 Leadership Committee
- Be a host/ambassador for an event
- Sign up as a Global Advisor
- Join us in Cuba or Guatemala