Women in Governance
Preparing for Board Service

LIVE ONLINE
October 13th – November 17th, 2020

Claim Your Seat
Phone: +1 (310) 825.2001
ExecEd@Anderson.UCLA.edu
Program Web Page

PARTICIPANT PROFILE
15 – 20 Years of Management Experience

ADVANCED CERTIFICATE
6-Week Virtual Program

PROGRAM TUITION
$3,500 (USD)

GOVERNANCE AT UCLA
Board Best Practices Since 1999
Obstacles & Opportunities.

The playing field tilts against you the higher you rise.

California Senate Bill 826 seeks to level the playing field.

The law has created an immediate need for 684 women to sit on the boards of the top 3,000 public companies, with many smaller companies also needing to fill seats.

Opportunities for women will only expand as forward-looking organizations increasingly recognize the business necessity of inclusivity. Our program is a great place for women business leaders to acquire the tools, perspectives and networks required for effective board service.

Professor Carla Hayn
Program Faculty Director
Ernst & Young Chair in Accounting
UCLA Anderson School of Management
The Program.

Claim your seat at the table

Our program prepares mid- to senior-level women business leaders for advancement to corporate board membership by developing the governance acumen required for board success.

Program Lenses

The program is focused on three dimensions of board membership:

1. **Developing your Board IQ** - Understanding corporate board structure, roles and committee responsibilities; deepening understanding of strategic goals, financial health, and ethical issues that the board faces. Case studies and first hand accounts of board challenges will be presented.
2. **Developing your Board EQ** - Uncover the persuasion and influence skills required to be an effective board member in light of being a woman in a male-dominated board environment.
3. **Getting a Seat at the Table** - Develop an individualized strategy and campaign for researching, positioning and targeting board nominations. Special emphasis is placed on building networks and making connections, identifying expertise and building a personal leadership brand.

Program Experience

During 6 weeks of live online study, participants will be guided by UCLA Anderson faculty through a series of virtual lectures, a case study and peer group exercises with a time commitment of 3-4 hours per week.

Week 1
- Program Orientation
- Board Purpose, Structure, and Ethical Considerations

Week 2
- Examples, Challenges and the Impact of Board Decision Making
- A Framework to Evaluate Strategy

Week 3
- Financial Acumen from a Board Member Perspective
- Fireside Chat: A CFO’s Perspective

Week 4
- The Science and Art of Networking
- Developing Your Personal Brand & Communication

Week 5
- Strategies for Women in Small Numbers
- How to Tell Your Signature Story

Week 6
- An Intimate Conversation on the Topic of Tactics
- Program Wrap-Up
Participants.
Mid- to senior-level women leaders from all sectors and functions, as well as those currently sitting on non-profit boards, who are seeking to expand their governance acumen and network in preparation for corporate board service.

No specific academic degree, testing or examination is required for applying to this program.

C-suite executives & senior vice presidents
non-profit board members & entrepreneurs
15 - 20 years of management experience
Program Impact.

By taking our program you will:

- Understand what directors do
- Hone your governance acumen
- Develop boardroom survival skills
- Examine the director selection process
- Gain financial acumen from a board member’s perspective
- Build your personal brand
- Broaden your network
- Become an effective advocate for inclusive leadership
- Develop the tools to succeed in a board interview
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110 Westwood Plaza, Suite A101
Los Angeles, CA 90095-1481