

# Serving on Another Family's Board

Agape Redwood Rogers

# Why Serve?

- Strengthen your business acumen
- Build your network
- Implement long-term strategy
- Compensation
- Mentorship
- Exposure to different industry
- Build your brand recognition



# Leveraging your Family Business Experience

- Empathy
- Succession planning
- Next Generation Mentorship
- Compensation for Non-Family Member Executives
- Alignment
- Wearing Multiple Hats



# Showcasing your Board Candidacy

- Resume/ Cover Letter
  - Include Metrics
  - Demonstrate Results
  - Highlight Organization Scale and Significance
  - Add keywords versus buzzwords
  - Don't forget to mention "Family Business"



# Questions to ask before serving on a Board

- Is the company financially stable? Is the organization growing or shrinking?
- How involved are the shareholders?
- Does the family get along?
- What's the unique wisdom/experience you bring to the boardroom?
- What is the expertise and tenure of the current board?
- What are the family values and culture of the business?
- Does this company have D&O insurance?
- Is there any significant litigation currently pending against the organization?



# Helpful Resource to Find Your Seat

- Assess and Enhance your skills – take the assessment survey today!
- LAAND the Role
  - Family Business Consulting Group
  - Private Directors Association
  - Young Presidents Organization
  - John L. Ward Center for Family Enterprises at Kellogg



# Homework

## Virtual FAMILY DIRECTOR ESSENTIALS

### Board Competency Model Self-Assessment

Please complete the following self-assessment by rating your competency from 1 (low competency) to 5 (high competency) based on the following items.

By providing your email address, you will receive a copy of your completed self-assessment.

**\* Required**

Email address \*

Your email

[Next](#)

Please use the  
last 30 minutes of  
our time today to  
complete.