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



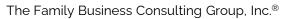
Leveraging your Family Business Experience

- **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

