

WOMEN GET ON BOARD | 2024

# Corporate Membership



[WOMENGETONBOARD.CA](https://www.womengetonboard.ca)

FOLLOW US ON SOCIAL:



@WGOBCANADA



# About Women Get On Board

## MORE WOMEN ON BOARDS

Founded in 2015, Women Get On Board Inc. (WGOB) is a social-purpose company committed to elevating the next generation of women corporate directors. Our mission is to **connect**, **promote** and **empower** women to serve on corporate boards with confidence and courage.

WGOB was selected as a [2023 CWE Gala](#) award winner in the Gender Equality in the Workplace category in recognition of the company's work to elevate women in senior leadership roles and get more women on corporate boards.

## Our Community

With more than **950** members across Canada and growing, we are proud to elevate a new generation of women in the boardroom, one woman at a time. We believe in the power of three—one woman in the boardroom is a token, two is a presence, and three is a voice.

Click [here](#) for more details about the WGOB community.



**"My goal, quite simply, is to get one more woman on a board, one board at a time."**



**Dr. Deborah Rosati**

FCPA, FCA, ICD.D, GCB.D, CCB.D

Founder & CEO  
Women Get On Board Inc.

# Corporate Membership

**FOR COMPANIES AND FIRMS COMMITTED TO EMPOWERING WOMEN LEADERS IN THEIR ADVANCEMENT TO CORPORATE BOARDS.**

## **Are you ready to join the movement?**

In today's landscape, diversity and inclusion are critical for sustainable success. By championing gender equality in governance and leadership, your company will not only enhance its reputation as a progressive and inclusive place to work but it will also benefit from the unique perspectives and insights women bring to the table.

Research consistently shows that diverse boards lead to better decision-making, improved financial performance, and increased innovation. Join WGOB as a corporate member to empower your team and commit your company or firm to getting more women on boards.

**I'm so proud of this offering, providing our female leaders from across Deloitte access to the excellent programming offered by WGOB.**

**More women, on more boards, creates more value for everyone. It's a fantastic thing ... and a topic I'm incredibly passionate about. I'm delighted to be kicking off this journey together.**

**Linda Blair**

Member of the Board of Directors | Vice Chair, Deloitte Canada



## **Your Corporate Member Benefits**

- Demonstrate your commitment to fostering a culture of equality and creating opportunities for exceptional women to contribute at the highest level
- Offer professional development opportunities for your women leaders as individual WGOB members
- Access a powerful network of accomplished women leaders, board-ready candidates, and governance experts
- Access exclusive events, networking opportunities and thought-provoking discussions led by seasoned professionals
- Receive a corporate profile on our website and an announcement of your corporate membership across the WGOB social media channels

# Individual Corporate Member Benefits

In addition to your company/firm benefits, you can select 5, 15 or 25 individual team members to receive Individual WGOB Memberships as part of your Corporate Membership.\*

## Individual Member Benefits include:

- Complimentary access to virtual WGOB [events](#)
- Member discounts for all of our Programs ([WGOB Chairs Forum](#), [WGOB Mentorship Program](#) and [WGOB Financial Intelligence in the Boardroom Program](#))
- Member discount to our annual WGOB Summit (in-person)
- Exclusive access to our new [WGOB Board Resume Service](#)
- Thought leadership [resources](#)
- Promotion through our e-blasts, website, blog and social media channels
- Access to our bi-weekly Members Only Board Opportunity E-blasts (distributed every second Thursday @7pm ET)
- Access to our WGOB Community Hub and the inclusion of your member profile on our online directory for confidential board searches and board shortlist engagements
- Promotion of your Member board appointments through our Website, Social Media Channels and monthly WGOB Member Update Emails). Share your board appointments [here](#)
- Affiliate Partner referred rate training programs and conferences
- A special rate for [ELEVATE Executive Profiling For Corporate Directors](#), an offering from Broad Reach Communications designed to position WGOB members as sought-after board candidates
- Discount with Plexman Photography for your headshot.

\*number of individual memberships varies based on the Corporate Member TIER selected. If you are looking for more individual members, we can customize your corporate membership.



**"Thank you to WGOB - their programs have been instrumental in helping me develop and enhance my Board skills and visibility while making wonderful relationships with other women along the way."**



**Barbara Boyd**  
Independent Corporate  
Director & Chair of  
Audit Committee -  
Steam Whistle Brewing;  
Lifest Wellness Inc.





# Corporate Member Onboarding Process

To initiate your WGOB Corporate Membership:

- Select a Company Champion for Women Get On Board (WGOB) and identify women in leadership roles within your company who are looking to advance and/or enhance their careers and develop their leadership skills with board service
- Provide your company logo to be posted on the WGOB website and shared on social media
- Provide the names and contact information for your members to WGOB
- Receive a welcome letter from WGOB outlining the details of your membership
- Engage your Company Champion to invite those individuals interested in becoming a WGOB member to a virtual lunch-and-learn for your women leaders (offered in the first year of membership)
- Begin engaging with the WGOB community through events, programs, workshops and our online membership platform

## Corporate Membership Investment

**TIER 1** | Up to FIVE (5) individual members | \$2500.00 + HST

**TIER 2** | Up to FIFTEEN (15) individual members | \$5000.00 + HST

**TIER 3** | Up to TWENTY-FIVE (25) individual members | \$7500.00 + HST

Individual Memberships are identified by your company (annually). Corporate membership also includes a virtual lunch-and-learn session in year one to kick off the partnership internally.

We are happy to discuss the corporate membership benefits to ensure the package is tailored to your organization's goals for supporting the advancement of women in leadership roles—and ultimately to corporate boards.

**We look forward to welcoming you as a part of the WGOB community!**



# Appendix A

## WGOB E-GUIDE THE BENEFITS OF SERVING ON A CORPORATE BOARD

Women Get On Board (WGOB) E-Guides provide tips for your board journey, empowering you with the confidence and courage to lead and serve on corporate boards.

Are you a member of a senior management or executive team who is considering joining a corporate board? You might be aware of some of the benefits of board service, but you may not be aware of others. Here are the top benefits of serving on a corporate board:

### 1. SEAL OF APPROVAL

A HISTORY OF BOARD SERVICE DEMONSTRATES THAT AN EXECUTIVE HAS HIGH POTENTIAL AND VALUE

### 2. CAREER DEVELOPMENT

GAIN ACCESS TO KNOWLEDGE, SKILLS, CONNECTIONS AND THE OPPORTUNITY TO DEVELOP THE NEXT GENERATION OF EXECUTIVES

### 3. GOVERNANCE LEADERSHIP SKILLS

DEVELOP A NEW SKILLSET BY SERVING AS CHAIR OF A COMMITTEE OR CHAIR OF THE BOARD

### 4. GET SPONSORED FOR GOVERNANCE EDUCATION PROGRAMS

RECEIVE OPPORTUNITIES TO COMPLETE CERTIFICATIONS FROM LEADING ORGANIZATIONS SUCH AS ICD, THE DIRECTORS COLLEGE, COMPETENT BOARDS, ETC.

### 5. UNDERSTAND OTHER MANAGEMENT STYLES

GAIN EXPOSURE TO DIFFERENT MANAGEMENT STYLES, CORPORATE CULTURES AND BUSINESS MODELS

### 6. SERVE ON A SUBSIDIARY

GAIN AN OPPORTUNITY TO SERVE ONE OF YOUR COMPANY SUBSIDIARY BOARDS OR A CHARITABLE ORGANIZATION THE FIRM SUPPORTS

### 7. NEW IDEAS

GET EXPOSED TO NEW IDEAS THAT CAN BE APPLIED TO YOUR CURRENT LEADERSHIP ROLE

### 8. BROADEN PERSPECTIVE

BENEFIT FROM VIEWING THE COMPANY FROM A STRATEGIC DIRECTION RATHER THAN SEEING IT ONLY FROM THE EMPLOYEE PERSPECTIVE

### 9. EXPOSURE TO GOVERNANCE PROCESSES

DEVELOP A DEEPER UNDERSTANDING OF CORPORATE GOVERNANCE AND THE IMPORTANCE OF FIDUCIARY RESPONSIBILITY

### 10. NETWORK

EXPAND YOUR NETWORK BY CONNECTING WITH FELLOW BOARD MEMBERS AND ADVISORS

### 11. UNDERSTAND BOARD COMMUNICATION

USE YOUR FIRST-HAND EXPERIENCE AS A BOARD MEMBER TO IMPROVE COMMUNICATION WITH YOUR OWN COMPANY BOARD



# Appendix B



## WGOB E-GUIDE ARE YOU BOARD READY?



*WGOB E-Guides provide tips for your board journey, empowering you with the confidence and courage to lead and serve on corporate boards.*

Getting yourself board-ready is a journey in which you need to be realistic about the skills, experience and value you bring to a board. Throughout the process, you should be mindful that it's a competitive marketplace. There is an over-supply of qualified corporate directors for a limited supply of available corporate board seats.

**SO, HOW DO YOU GET BOARD-READY SO YOU CAN COMPETE FOR A CORPORATE BOARD SEAT? THE FIRST STEP IS TO ASK YOURSELF THESE TEN QUESTIONS, WHICH WILL DETERMINE YOUR READINESS FOR LEADING AND SERVING ON A CORPORATE BOARD.**

- 1. DO YOU HAVE A MINIMUM OF 10 - 15 YEARS OF EXPERIENCE IN A SENIOR EXECUTIVE ROLE IN THE PUBLIC, PRIVATE, CROWN OR NOT-FOR-PROFIT SECTORS?**
- 2. ARE YOU PREPARED TO COMMIT AT LEAST 200 TO 300 HOURS PER YEAR TO A CORPORATE BOARD ROLE?**
- 3. DO YOU HAVE THE SUPPORT OF YOUR BOARD OF DIRECTORS AND SENIOR EXECUTIVES TO SERVE ON A BOARD? REFER TO THE [WGOB E-GUIDE ON THE BENEFITS OF SERVING ON A CORPORATE BOARD](#) TO LEARN HOW TO BUILD THIS SUPPORT.**
- 4. DO YOU HAVE A FORMAL GOVERNANCE CERTIFICATION OR DESIGNATION (C. DIR, ICD.D, CDI.D, GCB.D) FROM THE DIRECTORS COLLEGE, INSTITUTE OF CORPORATE DIRECTORS, ACELLC OR COMPETENT BOARDS)?**
- 5. HAVE YOU EVER SERVED ON A BOARD, EITHER NOT-FOR-PROFIT OR FOR-PROFIT?**
- 6. ARE YOU A TEAM PLAYER WHO UNDERSTANDS THAT BOARD DYNAMICS ARE ONE OF THE MOST CRITICAL COMPONENTS OF GOOD GOVERNANCE?**
- 7. DO YOU FULLY UNDERSTAND A CORPORATE DIRECTOR'S ROLE, RESPONSIBILITY AND LIABILITY?**
- 8. DO YOU UNDERSTAND THE DIFFERENCE BETWEEN A BOARD OF DIRECTORS' ROLE VERSUS A MANAGEMENT ROLE?**
- 9. DO YOU HAVE FINANCIAL ACUMEN—MEANING THAT YOU READ AND UNDERSTAND FINANCIAL STATEMENTS? IF YOU'RE INTERESTED IN BOOSTING YOUR FINANCIAL SKILLS, CONSIDER PARTICIPATING IN [THE WGOB FINANCIAL INTELLIGENCE IN THE BOARDROOM PROGRAM](#).**
- 10. DO YOU HAVE EXPERIENCE IN CRITICAL AREAS OF OUR CHANGING WORLD SUCH AS RISK MANAGEMENT, INTERNATIONAL MARKETS, M&A, CYBER SECURITY, DIGITAL MEDIA, AI, DATA GOVERNANCE, ESG AND SUSTAINABILITY?**