



SHARON BAYLAY

THE NED'S SECRET COACH



HOW TO BECOME A NON-EXEC DIRECTOR

These short courses (4 x 2 hour in total) are aimed at Senior 'C Suite' executives, who are looking to find their first NED role and to start to build their portfolio career. Delivered by Sharon Baylay, a Level 7 CIPD Advanced Coach & Mentor, who also holds the FT/Pearson Level 7 Advanced Professional NED Diploma, Sharon is an experienced Non-Executive Chairman. Sharon holds several current positions including Senior Independent Director at Restore plc and Remuneration Chairman at Hyve plc and was formally Chairman at Ted Baker plc. Sharon was also a finalist for the Dame Helen Alexander "NED to Watch" award in 2018 and has a track record of working for iconic brands including Microsoft Corporation & the BBC.

WHAT THE COURSE WILL DELIVER

The objective of this short course is to enable an aspiring senior executive to not only think through why they want to become a Non-Executive Director (NED), but to actively plan how they are going to achieve this. Specifically the course covers the personal activity that they will need to undertake in order to secure such a role, including reviewing/creating their NED CV, and other associated social media related profiles e.g. LinkedIn, and to create a plan of action that they can take forwards to kick-off their personal process and journey to becoming a NED.

SESSION 1 - WHY DO YOU WANT TO BE A NED?

- How to think about an NED role as part of your Personal & Professional Development and future career.
- Becoming a NED - pro's and con's.
- Developing your strategy and approach.
- An introduction to the legal implications of being a NED and the Corporate Governance surrounding this.

SESSION 2 - FIND ME/BRAND ME.

- Creating your NED "USP".
- Establishing your NED CV, LinkedIn and reviewing your digital media profile.
- Creating your community of sponsors and making new connections.

SESSION 3 - FINDING THE NEEDLE IN A HAYSTACK!

- Identifying the right NED role for you - by size, by location, by company, by industry, by function, by experiences
- The process of discovery – how do you find the NED roles you are looking for?
- Planning your approach - how do you become a visible candidate to them?

SESSION 4 - MAKING AN IMPRESSION AT THE INTERVIEW!

- Preparing for a NED role – “doing the knowlege” to plan your application for a current NED role.
- Turning your NED USP and preparation into action with an opportunity to interview with an experienced NED recruiter.
- Peer-2-peer feedback and insight – the good, bad and the ugly and how to make a lasting impression!

SESSION 5 - THE JOURNEY TO BECOMING A NED AND BUILDING YOUR FUTURE ACTION PLAN.

- Headhunter and recruitment approach.
- Interview preparation.
- Guide to online resources.
- Networking with purpose.

Each session is 2 hours in length using ZOOM.