



**Anderson**  
Executive Education

**FT EXECUTIVE EDUCATION**  
2022 RANKINGS

**#1** US BUSINESS  
SCHOOL  
Open Enrollment



# Women in Governance

## Preparing for Board Service



LIVE ONLINE

October 15<sup>th</sup> – November 19<sup>th</sup>, 2024

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

\$4,500 (USD)

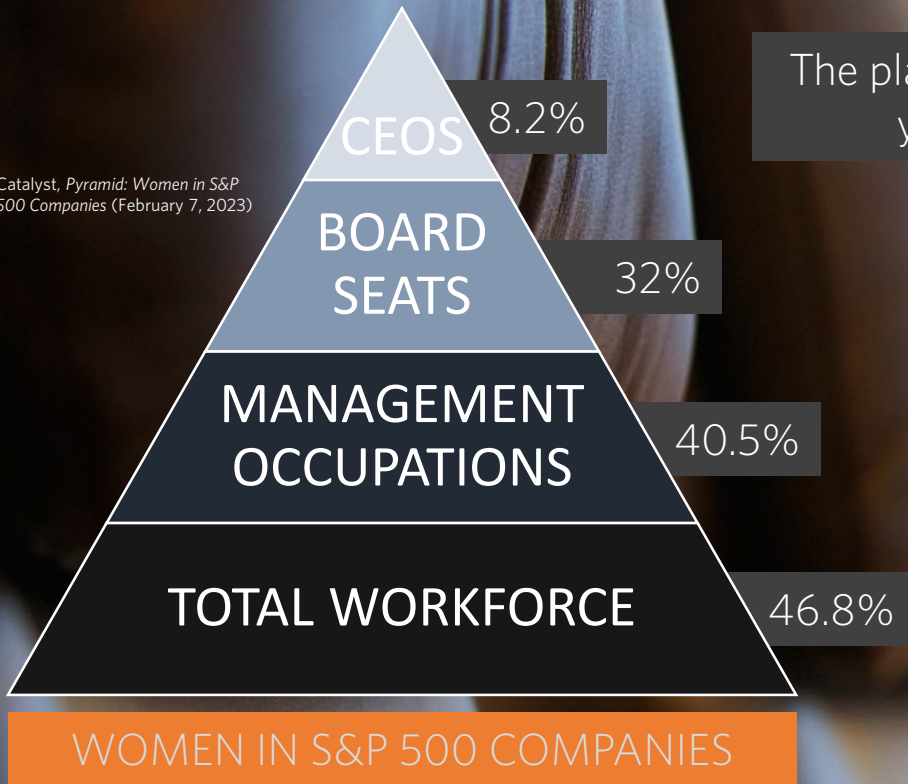


GOVERNANCE AT UCLA

Board Best Practices  
Since 1999

# Obstacles & Opportunities.

Catalyst, Pyramid: Women in S&P 500 Companies (February 7, 2023)



The playing field tilts against you the higher you rise

Our program helps to level the playing field.

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

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

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# The Program.

Claim your seat at the table

Our program prepares mid- to senior-level 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.
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 3-5 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 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.

All senior leaders who wish to better understand the program's area of focus are welcome to attend.

C-suite executives & senior vice presidents

non-profit board members & entrepreneurs

15 - 20 years of management experience

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# 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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