



SPD
SALFORD PROFESSIONAL
DEVELOPMENT

THE NON-EXECUTIVE DIRECTOR PROGRAMME

Delivered by Salford Professional Development, a wholly owned subsidiary of the University of Salford.



Programme Overview

Are you thinking of taking your career to another level and becoming a Non-Executive Director? Do you want to learn how to succeed in the role from an experienced, successful NED with a passion for knowledge sharing?

As forward-looking boards seek improved external context, objective challenge and skills infusion, the role of the Non-executive director has never been more important. Salford Professional Development are now offering this intensive, practical 'Becoming a Non-Executive Director (NED) - Preparation programme', that is designed to differentiate NED delegates from their peer group and help launch them into a portfolio career.

The highly interactive course combines theoretical, legislative and practical activities to build a comprehensive appreciation of the opportunities and risks associated

with the exciting NED role. Drawing extensively on real life case studies, role play exercises and structured discussions, delegates will build a clear understanding of what's needed to successfully secure a NED position and add value in the role.

The two-day highly interactive programme will cover the following areas:

- / Success in the NED role, including key differences from being an executive director.
- / The legal framework, formal duties and liabilities of a NED.
- / People skills for ensuring effectiveness in the boardroom and beyond.
- / Securing the first role and managing a portfolio career from opportunity and risks viewpoints.

Why should you become a Non-Executive Director?



Fast track your executive career



Broaden your network



Learn new skills



Be rewarded emotionally and financially



Enhance your status





Learning Outcomes



An understanding of why the Non-Executive director role is important to a board and the specific 'value add'.



Awareness of what success and failure look like in the NED role, and how the role differs from an executive director.



Appreciation of the legal framework in which the NED must operate, their duties, liabilities and where to go for further information.



Understanding of the soft skills needed to be successful in the role of NED.



Built an outline plan to secure a position as NED.



An awareness of the dynamics of building and managing a portfolio career.

Agenda

This is a two-day course and will cover the following areas:

Day 1 - Fundamentals

- / Objectives, structure and work method.
- / Success (and avoiding failure) in the NED role, including key differences from being executive director.
- / Scenario Based Discussion - NED Interviews.
- / Legal framework, NED formal duties and liabilities.
- / Opportunities and risks in the NED role.
- / Case Study 1: Practical networking.
- / Day 1 summary & interim retrospective.

Day 2 - Application

- / Securing the first role and managing a portfolio career from opportunity and risks viewpoints.
- / People skills for ensuring effectiveness in the boardroom and beyond.
- / Scenario Based Discussion - Board Meeting.
- / Case Study 2: Portfolio career management.
- / Module summary & full retrospective

Non-executive Director: Journey Map

Non-executive Director Nicola Scenario:

Nicola wants to find a Non-executive director position to expand her professional horizons. She wants to be effective in the new role as a first step into a portfolio career.



Explore

'Can I add value in the NED role?'; 'What are the first steps?'; 'What could go wrong?'

Similarities and differences between NED and Executive Director role

Risks and rewards in a NED role

Legal frameworks and obligations of a NED



Approach

'What sort of organisation is right for me?'; 'Where should I look for a NED opportunity?'; 'How can I find my ideal role?'

Scoping the first NED role

Networking for intelligence gathering

Mechanics for NED role application



Engage

‘Do I need a NED specific CV?’; ‘How can I find out about the company?’; ‘What should I expect at an interview’

Building a NED-specific resume

Preparing for an effective NED interview

The interview – why, how, what?



Embed

‘How can I rapidly be effective?’; ‘How can I get to know the company?’; “What will I contribute to the Board?’

Scoping the first NED role

Networking for intelligence gathering

Mechanics for NED role application



Evolve

‘Can I expand my horizons?’; ‘How attractive is a portfolio career?’; ‘When should I move on?’

Planning an effective portfolio career

Networking for role growth and NED development

Being consistent as a NED

Increasing your career prospects even further...

The programme will not only provide key information about becoming a successful Non-Executive Director, but it will also give you practical advice on a journey you will need to undertake to get where you want to be.

Our guest speaker, an established and experienced executive search specialist, will deliver a very practical session, unravelling the finest details that the boards seek in the candidates when appointing for a Non-Executive Director role. You will receive a realistic and authentic overview of the processes involved, and you will be able to ask questions to enhance your opportunities.

But it doesn't end there!

Our guest speaker will be offering several benefits that will be extending post-event. You will have an opportunity to be added to their network, which without a doubt will increase your chances of being discovered. Furthermore, you will become a part of an exclusive network, available only to delegates who complete this course with Salford Professional Development – which whilst expanding over time, will become an investment with ever-increasing returns.

Other benefits include:

- / CV Support
- / Interviewing Techniques
- / Invitations to sector specific Networking Breakfasts/ Lunches



TUTOR PROFILE

JOHN PALFREYMAN

John combines part-time Non-Executive Director positions with supervisory and guest lecturing activities with the University of Leeds Business School. John's full-time career with IBM - which concluded mid-2017 - was a mixture of leveraging digital technologies into government and public sector organisations around the world with the commercial exploitation of emerging technologies for business benefit, across all industries and geographies.

Before IBM, John enjoyed several business leadership roles in professional information technology services in the UK and Germany. John's current interests include the application of blockchain technologies for business benefit, strategic agility, digital transformation and the cultural enablers of organisational transformation. John is passionate about the appropriate application of technology to drive long-term competitive advantage in the context of a long-term strategic plan.