



# The Nasdaq Center for Board Excellence

Advancing Boardroom Diversity

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A Guide to  
Resources and  
Partners | Q3 2022

# Supporting Our Companies

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Nasdaq is proud to establish relationships with companies and organizations committed to enriching the supply of diverse and qualified board candidates, driving recommendations, increasing discoverability, and amplifying company search efforts.

**To learn more about any relationship, please contact your  
Nasdaq Relationship Manager or Vanessa Mesics at [Vanessa.Mesics@nasdaq.com](mailto:Vanessa.Mesics@nasdaq.com).**



# Resource Guide

African American Board  
Leadership Institute

Athena Alliance

Bank on Women

theBoardlist

BoardReady

Corporate Board Member

Equilar

Extraordinary Women on  
Boards

Heidrick & Struggles

Him for Her

Latino Corporate Directors  
Association

Take Your Seat



## Resources



# African American Board Leadership Institute

For over a decade, the African American Board Leadership Institute (AABLI) has been helping to strengthen and diversify boards by referring over 800 board-trained executives.

## Benefits to Nasdaq Listings

- Access to **AABLI's robust membership base of diverse, board-ready candidates.**
- Template to outline qualifications companies are seeking in a future board member to help ensure appropriate recommendations.
- **25% discount** on standard placement fees for successful placements to assist Nasdaq Listings.
- Opportunity to participate in **training and education** to advance DE&I within organizations including customized leadership training to support executives in building a culture that empowers resiliency.

## This Resource Will Be Most Helpful If ...

- You are **looking for board-ready candidates** to strengthen DE&I on your board.
- You are seeking a partner to provide solutions that support fostering an equitable, thriving, and sustainable culture.
- You are interested in collaborating with an organization focused on **leadership, training, and development to prepare African Americans** to serve on governing boards.



## Resources

# Athena Alliance

Athena Alliance works with boards of all sizes to connect them to women board director candidates for a success fee only. Women executives may also become members of Athena to receive access to live and on-demand executive education and networking, coaching, mentorship, and more.

## Benefits to Nasdaq Listings

- **Cost effective** and success-fee based board matching services.
- Nasdaq-listed companies may, **at no cost, share opportunities for open board seats** with the Athena Community.
- Women leaders\* among Nasdaq-Listings are eligible to join Athena Alliance at a **10% discount**.

## This Resource Will Be Most Helpful If ...

- You are seeking **personalized access** to on-demand learning, 1-on-1 coaching, and virtual networking.
- Benefits extend to Nasdaq-listings and female leaders\*, but are **particularly well-suited to Micro-Cap and Small-Cap listings**.
- As a **female leader\*** you are looking for opportunities to network and learn.

\*VP level or above, or corporate director.



## Resources

# Bank on Women

Bank On Women, Inc. is a non-profit organization dedicated to increasing the number of qualified women in the C-suite and boardroom of community banks, and maintains a database of experienced board-ready women qualified and capable of serving on public company boards of community banks.

## Benefits to Nasdaq Listings

- Nasdaq-listed community banks have access to Bank On Women, Inc. as a resource for identifying qualified, experienced board-ready women for service on boards of public community banks.
- Bank On Women's board ready candidates have diverse skill sets and may have geographic familiarity with your markets.

## This Resource Will Be Most Helpful If ...

- You are looking for education on the importance of adding qualified women to your board and on sourcing candidates that best meet the demands of your bank.
- You are looking for support from key board members to diversify the board, and would like coaching to help achieve inclusive leadership.
- You are focused on director on-boarding and ongoing engagement to ensure it is welcoming, builds trust, and facilitates open communication.

## Resources

# theBoardlist

theBoardlist is an online talent platform that connects both public and private companies with diverse candidates for global leadership opportunities. theBoardlist has over 10,000 diverse candidates, from accomplished and well-known board directors to emerging board-ready talent.



## Benefits to Nasdaq Listings

- Nasdaq-listed companies will receive **expedited search intake** & support on theBoardlist.
- Access to a **complimentary list of 3-5 candidate suggestions and relevant introductions**.
- **20% discount** on access to search services, premium candidate information & search services.

## This Resource Will Be Most Helpful If ...

- You would like assistance in identifying a **shortlist of qualified candidates**.
- You would like to **recommend or endorse candidates** to become discoverable within theBoardlist network.
- Your company would like to **participate in The Board Challenge**, a movement to improve representation of Black directors in U.S. corporate boardrooms by pledging to appoint a Black director by 2022.



## Resources

# BoardReady

BoardReady is a not-for-profit dedicated to increasing corporate board diversity. BoardReady works with clients to improve board diversity. Through a data driven approach, expanding the network of corporate boardrooms, and targeted introductions, BoardReady works to efficiently diversify client boardrooms.

## Benefits to Nasdaq Listings

- Nasdaq-listed companies may access a **complimentary BoardReady Index calculator** to assess their board diversity and set informed targets
- Leaders from Nasdaq listed companies at a c-suite level, seeking board roles, are eligible to join **BoardReady's TalentVault** for free.
- Companies can choose to do a **full client engagement** with BoardReady which includes access to the BoardReady Platform, succession planning guided by seasoned private and public board members and executives, and introductions to diverse candidates **at a discounted rate**.

## This Resource Will Be Most Helpful If ...

- You are looking to diversify your board or plan to add diversity in the coming years.
- You want an objective view of your board's diversity as you consider your public offering or succession planning at the board level.





## Resources

# Corporate Board Member

Corporate Board Member Network's Director Fundamentals Program helps new directors acquire a deeper understanding of public company board service requirements and emerging trends impacting the corporate governance landscape. The program prepares candidates to contribute effectively and add value to their board.

## Benefits to Nasdaq Listings

- **Exclusive pricing to participate in the Director Fundamentals Program**, a 3-month, self-paced online offering providing a comprehensive review of board service requirements.

*Save \$500 with code NASDAQ500*

- **Special rate to join Corporate Board Member Network** with all-inclusive membership access to CBM events, training tools and online resources (Available for individual directors and full boards).

*Save 25% using code NASDAQ25*

## This Resource Will Be Most Helpful If ...

### **Director Fundamentals**

- You are a **new director looking to accelerate onboarding** & contribute to boardroom discussions.
- You are a C-level executive but have no board experience and want to begin your public company directorship journey.
- You want to earn your "Director Qualified" credential from American College of Corporate Directors.

### **CBM Network**

- You value engaging with directors and governance experts through in-person and online events and educational materials to enhance your board leadership skills.



## Resources

# Equilar

Introducing access to Equilar's platform of board ready candidates. Equilar's BoardEdge platform includes access to the Equilar Diversity Network, a consortium of 49 organizations, to advance diverse representation in boardrooms.

## Benefits to Nasdaq Listings

- **Nasdaq-listed clients that represent they do not have at least 2 diverse directors may receive free access to the BoardEdge service.** Access is available to companies that request it on or before December 1, 2022.
- 1-year of access (2 seats) applies only to Nasdaq listings that do not meet the board diversity objectives.
- 90-day free access (2 seats) applies to all other Nasdaq listings and Nasdaq Corporate Services Clients.
- Equilar invites **board-ready candidates to ['Claim Your Profile'](#)** on the Boardedge platform.



## This Resource Will Be Most Helpful If ...

- You are proactively and **on an ongoing basis looking to identify future board candidates.**
- A self-serve and hands on approach to identify candidates and track candidates will marry well to your current internal processes.
- You would like to broaden your search and identify director candidates outside your immediate network.
- There is value in **mapping connections** based on your networks and receiving live notifications around director and executive moves.



## Resources



# Extraordinary Women on Boards

Extraordinary Women on Boards (EWOB) is a dynamic, peer-to-peer community of highly accomplished women who actively serve on private and public boards from a wide range of sectors and industries. EWOB brings women board directors together to discuss issues boards are facing, and bring actionable ideas, smart questions, and best practices back to their boardrooms, helping amplify their profile.

## Benefits to Nasdaq Listings

- EWOB is offering Nasdaq Listings a source for diverse **board candidate identification and pipeline development.**
- **At no cost, Nasdaq can facilitate introductions of companies seeking board-ready candidates to EWOB** and EWOB will, as appropriate, facilitate warm introductions and provide advice regarding these goals to Nasdaq issuers.

## This Resource Will Be Most Helpful If ...

- Your company is interested in introductions to experienced women board directors.
- You are a woman individual currently serving on a board who is **looking to join a dynamic community of women board directors** focused on advancing board excellence and modernizing governance.



## Resources

# Heidrick & Struggles

Heidrick & Struggles (Nasdaq: HSII) provides global leadership advisory and on-demand talent solutions, serving the senior-level talent and consulting needs of the world's top organizations.

HEIDRICK & STRUGGLES

## Benefits to Nasdaq Listings

- Access to a **toolkit comprised of best practices** in board recruitment, board diversity, onboarding and access to world-class thought leadership, videos and podcasts.
- Each client has a unique set of needs as it relates to executive search, board assessment and advisory work, and Heidrick & Struggles can help identify relevant solutions on a specific needs basis.

## This Resource Will Be Most Helpful If ...

- You are a **Pre-IPO stage or recently public company**.
- You are focused on diversity and unique director backgrounds – with long-term board effectiveness in mind.
- You are looking to create a high-impact board with an inclusive culture.
- Your board is looking to assess its culture and skillsets to prioritize the right conversations for the future of the organization.



## Resources

# Him for Her

Him For Her is a social impact venture dedicated to accelerating diversity on corporate boards to inspire better business. They are a referral-only talent network of 3500+ board-ready women, a third of whom are women of color, and delivered board-referral lists to 750+ companies ranging from startups to S&P 100.



## Benefits to Nasdaq Listings

- Access to **free referral services** for an easy and frictionless way to find candidates for your board. Him for Her draws from their referral-only talent network.
- Him For Her provides referrals to meet your search criteria and then facilitates introductions.
- Companies may choose to make a tax-deductible donation to Him For Her to support their work as a non-profit.

## This Resource Will Be Most Helpful If ...

- You are a for-profit company, regardless of size or stage, and are looking to **receive curated referrals to talented female executives**.
- You are seeking to **share an open board role**. Simply visit <http://www.himforher.org> and mention that Nasdaq referred you.



## Resources



# Latino Corporate Director Association

The Latino Corporate Director Association's (LCDA) mission is to develop, support, and increase the number of U.S. Latinos on corporate boards. LCDA serves as a talent resource to corporate boards, search firms, and private equity firms interested in gaining access to Latino talent primed for the boardroom.

## Benefits to Nasdaq Listings

- Access to LCDA's Member Directory, a searchable member database of Latino executives and directors.
- Complimentary candidate slates and promotion of open board seats to LCDA members.
- Educational programming via the BoardReady Institute (BRI) and LCDA's Annual Board Leaders Convening.\*

\*Access to BRI and the Convening available to LCDA members.

^ Executives who meet membership guidelines must complete an application and be approved for membership.

## This Resource Will Be Most Helpful If ...

- Your company is looking to invest in executive and board of director Latino talent through LCDA membership^.
- You are seeking to identify and be connected with qualified Latino **board candidates**.



## Resources

# Take Your Seat

Take Your Seat works to assist board leaders, CEOs, and executive search firms in seating Black directors by introducing them to leaders outside of their networks. They host inclusive leadership training programs for board leaders and board-ready candidates.

## Benefits to Nasdaq Listings

- Access to a **complimentary consultation on How to Create a Successful Board Culture**.
- A **20% discount for The Inclusive Leadership Series**, a six-month cohort training.
- A **20% discount for Board View**, a transformational training for board candidates at all levels.

## This Resource Will Be Most Helpful If ...

- As an organization, you:
  - Have an objective to seat a black director.
  - Wish to provide educational opportunities to your black leaders to help them become board-ready.
  - Are seeking guidance around how creating an inclusive board culture.
- You are a current board member who wants continuing education and wants to help better foster sharing of diverse perspectives around the board table.
- You are a leader or board-candidate who wants to develop skills that will help you be more impactful in the boardroom.





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