



# International Speaking Tour: Becoming an Exceptional Board Director Candidate

## Speaking Series captivate | innovate | motivate

Learn the proven and effective steps to plan and implement your Board Director strategy. Experience how these achievable & focused efforts help you convey the expertise and confidence needed for serious Board Director & Board Advisor consideration.

**For aspiring & experienced Directors**

For public, private, nonprofit, & PE organizations

### Objective

Many executives, business owners and leaders have dreams of one day joining a Board, but they are often not considered due to lack of knowledge in the disciplines of Board Directorship. *'Becoming an Exceptional Board Director Candidate'* shows potential candidates that a formula does indeed exist to increase your chances of Board selection and also raise your chances of success once appointed. Attendees will leave the presentation with newfound knowledge of how to create a viable *Board Candidate Strategy* and will feel empowered by the step-by-step roadmap to successfully get invited into the modern Boardroom.

### Session Agenda

- o Introduction & Individual Goal Setting
- o Board Director Trending & Future Prospects
- o The New Board Directorship Expectations
- o Showcasing Strategy & Governance
- o Aligning of Values, Vision and Mission
- o Behavioral Predisposition Evaluation Criteria
- o Modern-Day Board Considerations & Selection
- o Ensuring Your *'Career Trifecta'*
- o Aligning Yourself to Board Committees
- o Creating Your Modern *Board Documents*
- o Establishing Your Authority
- o Successfully Marketing Yourself

Plus: ✓ Option for Breakout Session / Workshop on *'Identifying Your Board Director Strengths'*



Note: *'Becoming an Exceptional Board Director Candidate'* sessions can be tailored to fit into a Keynote, 1-hour Lecture, or 3+ hour Lectures including breakout sessions and workshops. This makes it ideal for both shorter sessions such as Lunch & Learns and company meeting guest speaking, or longer sessions for in-depth training and hands-on involvement.

## Ready to Book? Questions?

Our goal is to serve you and do our part in making your event a success. If you have any questions, would like additional information, have a unique situation, or require a custom approach, please contact Mark A. Pfister at **+1 (631) 644-1262** or **Mark@PfisterStrategy.com**

Thank you.



# Speaking Series

captivate | innovate | motivate

## Fee Schedule

Pricing Categories:

Keynote Speaker

Corporate Functions

Advisory Groups & Trade Shows

Nonprofits & Colleges

Every event has unique needs and goals. We strive to provide you with options for partnering together to help meet the objectives of your event and your audience.

### Premium Plus Package

total investment

email for pricing by category

- ✓ Up to 3 Presentations within the same day
  - ✓ Interactive Content with Breakout Sessions
  - ✓ Meet & Greet after Presentation(s)
  - ✓ Up to 300 books for audience members (*Across the Board: The Modern Architecture Behind an Effective Board of Directors*) – an \$8,175 value
- Up to 2 hours total for each of the 3 sessions

### Plus Package

total investment

email for pricing by category

- ✓ Up to 2 Presentations within the same day
  - ✓ Interactive Content with Breakout Sessions
  - ✓ Meet & Greet after Presentation(s)
  - ✓ Up to 200 books for audience members (*Across the Board: The Modern Architecture Behind an Effective Board of Directors*) – a \$5,450 value
- Up to 2 hours total for each of the 2 sessions

### Basic Package

total investment

email for pricing by category

- ✓ 1 Presentation
  - ✓ Interactive Content with Breakout Session
  - ✓ Meet & Greet after Presentation
  - ✓ Up to 100 books for audience members (*Across the Board: The Modern Architecture Behind an Effective Board of Directors*) – a \$2,725 value
- Up to 3 hours total for the 1 session

#### Expenses:

- **Not Included Expenses:** All airfare and travel expense, hotel accommodations, car rental and/or mileage, taxi, and meals associated with speaking engagements (time at/during event & travel).
- **Travel Time:** 2 hours of travel door-to-door each way is included at no charge. Additional travel at US\$100 per hour.

## Ready to Book? Questions?

Our goal is to serve you and do our part in making your event a success. If you have any questions, would like additional information, have a unique situation, or require a custom approach, please contact Mark A. Pfister at **+1 (631) 644-1262** or **Mark@PfisterStrategy.com**

Thank you.



# Speaking Series

captivate | innovate | motivate

## Mark A. Pfister Biography



With a strong focus in Strategy, Governance, and Technology / Cybersecurity, Mark A. Pfister is CEO & Chief Board Consultant of M. A. Pfister Strategy Group, an executive advisory firm that serves as a strategic advisory council for executives and Boards in the public, private, and nonprofit sectors. He is also Chairman & CEO of Integral Board Group, a specialized Board services and consulting company, as well as Founder & CEO of the *International Board Director Competency Designation* (IBDC.D) education and certification program, a Board Director certification course recognized globally. Mr. Pfister is a *'Board Macro-Influencer'* and his success has been repeated across a wide range of business situations and environments. He prides himself on being a coach and mentor to senior executives and directors. In Board Director circles, Mr. Pfister has earned the nickname *'The Board Architect.'*

The overarching theme throughout his career has been his aptitude in leadership positions, passionate focus on people, unique governance models, and ability to create value for shareholders and stakeholders through innovative business strategies and operational excellence. Michael Lorelli, Executive Chairman of Rita's Franchise Company, has said, *"Mark's unusual combination of excelling at a macro and micro grasp of business, genuine interest in Governance, and ability to coach and mentor a Management Team make him a terrific Independent Director."*

Mr. Pfister is a certified project management professional and frequently serves as an expert Project Executive, consulting on global programs/projects in their initiation and operational phases, as well as programs requiring remedial focus to bring them back on track. He has deep knowledge and experience in Board design & operations, strategic planning, business transformation, technology implementations, decisioning processes, certification & continuing education programs, executive coaching, and governance models.

Mr. Pfister was CEO of Pro4ia, Inc., an international consulting and professional services company specializing in a wide range of technology solutions utilizing formal Project Management as a proven and repeatable delivery method. With a Fortune 50 client list, Pro4ia was Citibank's Nominee for Crain's Magazine *'Entrepreneurship of the Year'* Award in 2005. He simultaneously served as CEO of Onit, Inc., a national sourcing company specializing in placements for all levels of technology skill sets. Mr. Pfister was also the National Program Office Leader for American Express leading some of the largest technology transformation initiatives in the company's history. He served as a Licensed Engineering Officer in the U.S. Merchant Marine, holds a B.S. from the State University of New York Maritime College in Facilities Engineering, and completed Harvard Business School's Executive Education Program for Board Directors.

Mr. Pfister is the creator of the 'Board as a Service' (BaaS) engagement model, an industry he is credited with inventing. He is a Master Speaker and conducts international speaking tours, lectures, and seminars focused on effective leadership, strategy, Board architecture, becoming an exceptional Board Director candidate, professional project/ program management, and entrepreneurship.

His popular book, *'Across The Board: The Modern Architecture Behind an Effective Board of Directors,'* an Amazon best-seller with circulation in over 70 countries, has influenced an entire new generation of Board Directors.

Mr. Pfister is a proficient Board Director and CEO with experience across multiple industry verticals. He is typically the Chair, or a member of the Strategic Planning Committee, Governance Committee, Technology & Cybersecurity Committee, and has deep Nominating Committee experience. Mr. Pfister's experience as an internationally renowned Board Consultant, having guided and coached hundreds of Boards, Board Committees, and Board Members across public, private, and nonprofit verticals, additionally offers up unique and informed viewpoints to the companies he serves.

He holds an *International Board Director Competency Designation* (IBDC.D) through M. A. Pfister Strategy Group, is a certified *Project Management Professional* (PMP) through the Project Management Institute, earned a *Global ESG Board Certification* (GCB.D) through Competent Boards, holds a *Certified Cyber Intelligence Professional Board Certification* (CCIP) through the McAfee Institute, and previously held an *Executive Masters Professional Board Certification* through the American College of Corporate Directors (ACCD).

+1 (631) 644-1262    [Mark@PfisterStrategy.com](mailto:Mark@PfisterStrategy.com)