



Content is (Still) King...or Queen

Content as a Tool to Successfully Position Yourself as a Board Director



with Anouk Pappers
&
Mark A. Pfister

 Webinar Start Countdown



WEBINAR REMINDERS

a few points to mention

- **Purpose**: Share knowledge on the **roadmap for creating content that will position you for that first, or next Board appointment.**
- **Questions**: Write your questions in the Q&A section. Our goal is to answer all questions at the close of the presentation. Otherwise, we will follow-up with you via email afterwards.
- **Materials**: Yes, this entire webinar is being recorded and you will receive a link via email shortly. This link will also include the ability to view & download the presentation deck in its own separate file.
- **International Board Director Competency Designation**: IBDC.D certification holders will receive 1 CPE credit by attending (be sure to follow proper CPE credit submission guidelines).



YOUR SPEAKER



Anouk Pappers

Brand Anthropologist,
Online Presence Architect,
CEO & Founder

Signitt / Coolbrands People

- CEO of Signitt, supporting diverse leaders to elevate their online presence.
- Founder of Coolbrands People, supporting women leaders in achieving their next goals.
- She has been storytelling for brands since 2002 by interviewing over 900 CEOs, CMOs and business owners - and published 15 books!
- IBDC.D certified and also an IBDC.D education partner.

YOUR HOST



Mark A. Pfister

Non-Executive Director, CEO,
& Chief Board Consultant

M. A. Pfister Strategy Group

- Governance & Strategy expert, Non-Executive Director, & Chief Board Consultant having consulted & advised hundreds of public, private, nonprofit, & PE Boards.
- His book, *Across The Board: The Modern Architecture Behind an Effective Board of Directors*, is a bestseller with circulation in over 70 countries.
- He is the creator of the International Board Director Competency Designation (IBDC.D), a globally-recognized Board Director education & certification program.



**“CONTENT IS (STILL) KING
...OR QUEEN”**

**STAY RELEVANT
TO SECURE THAT BOARD SEAT**

**Anouk Pappers
Brand Anthropologist
CEO Signitt**

@ANOUKPAPPERS

anouk@signitt.com



ACHIEVE YOUR NEXT PROFESSIONAL GOALS

BY:

- **DEFINING YOUR PERSONAL BRAND**
- **ARTICULATING YOUR BRAND INTO CONTENT**
- **USING GOOGLE AS YOUR WING(WO)MAN**

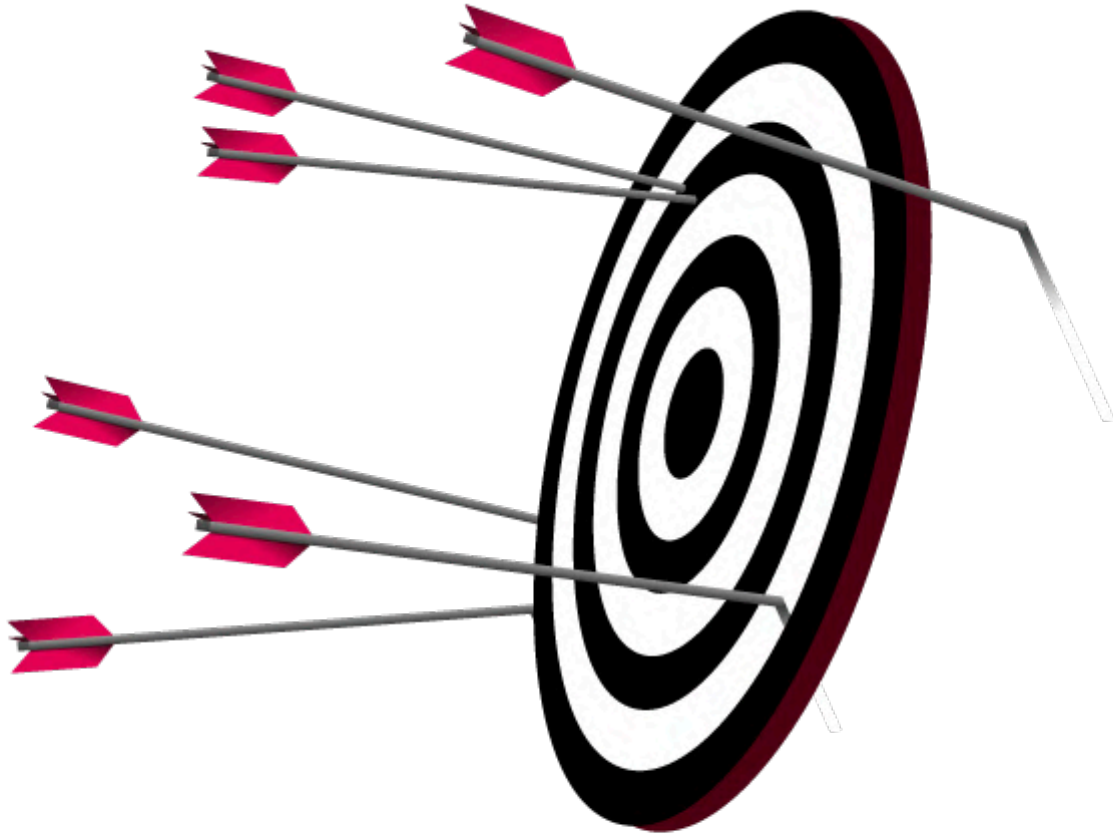


FOCUS FOR TODAY
CREATE AND PUBLISH
CONTENT TO STAY
RELEVANT AND
CURRENT

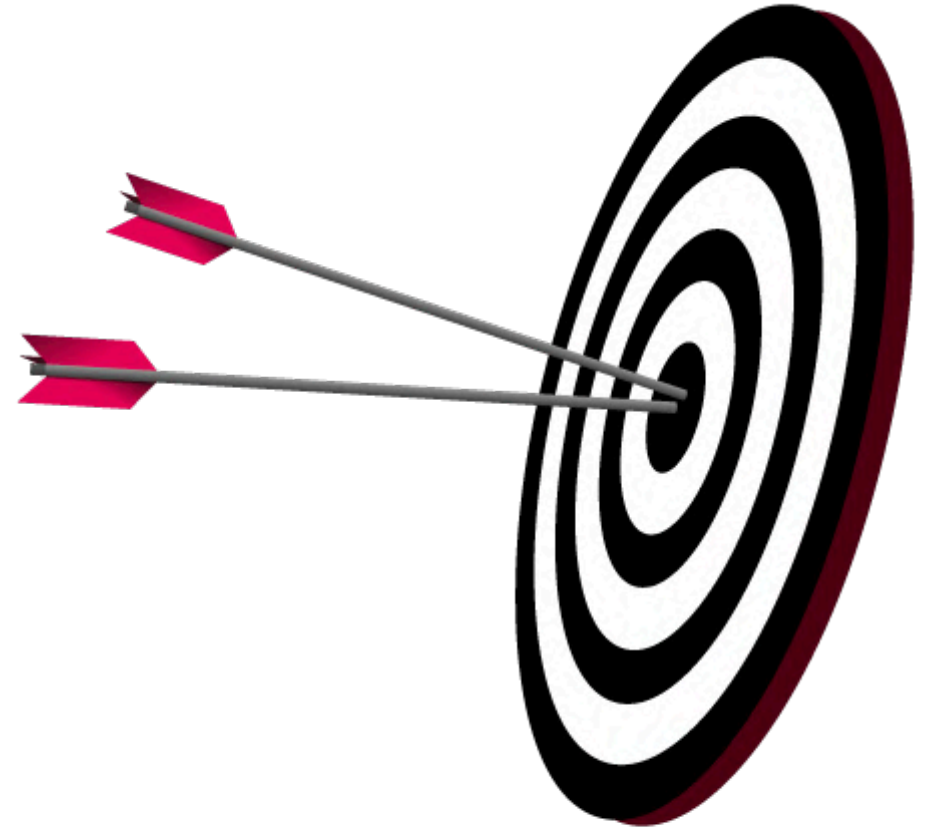








Quantity



Quality

Referrals





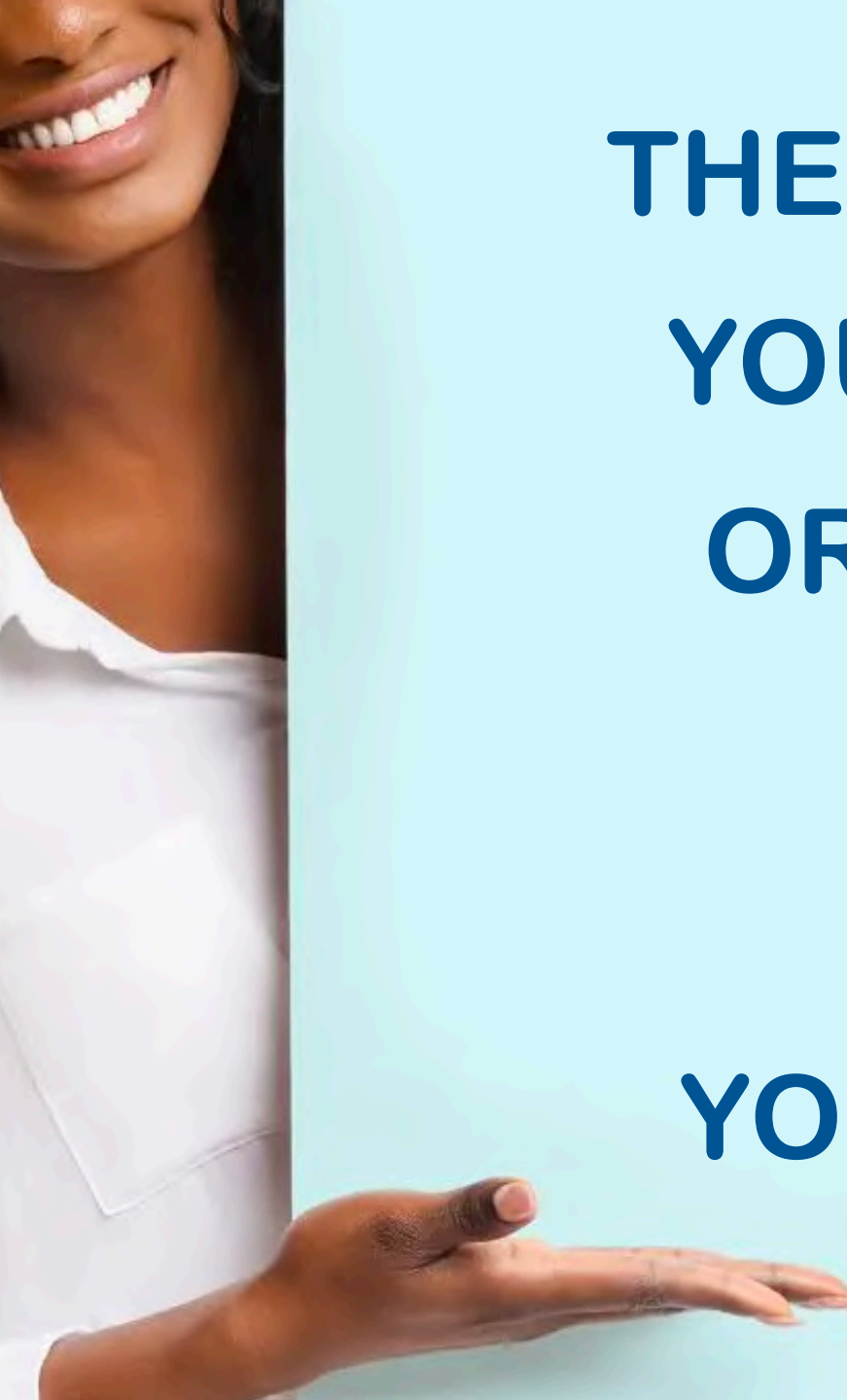


You Are...
Who Google Says You Are

**YOUR ONLINE PRESENCE IS
THE BRANDING AND
MARKETING**

YOU HAVE TO DO THE “SALES”



A smiling woman with dark hair, wearing a white collared shirt, is shown from the chest up on the left side of the frame. Her right hand is extended towards the center of the image, palm up, as if presenting the text. The background is a solid light blue color.

**THE DIFFERENCE BETWEEN
YOU GETTING THE “SEAT”
OR THE OTHER PERSON,**

**MAY EASILY BE
YOUR ONLINE PRESENCE**

What is your next goal?

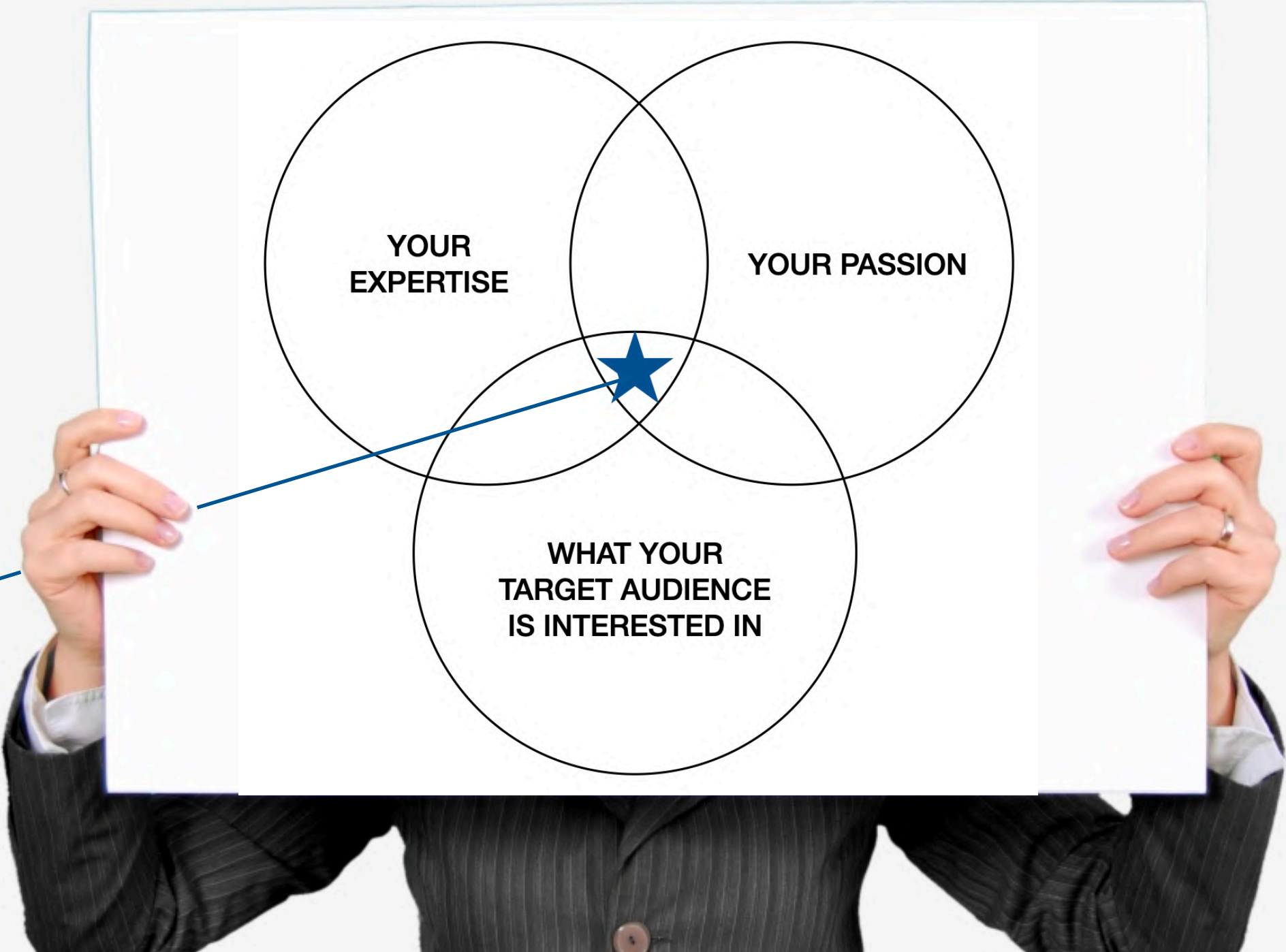
Who's your target audience?

What do you bring to the table?

What is your subject matter expertise?



**CONTENT
CREATION**





Subject Matter Expertise:
“Cyber security
for corporate boards”

Cybersecurity Governance: A Comprehensive Guide for Board Directors

I am pleased to present this series of articles addressing the vital role that today’s board directors play in...

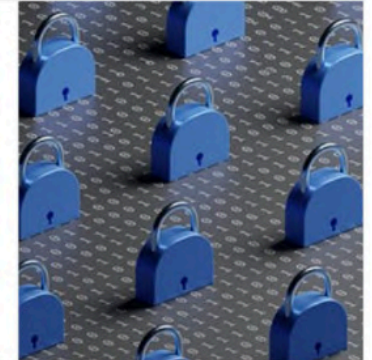
insightsfromleaders.medium.com



The Board’s Role in Cybersecurity Governance

In the age of digital transformation, cybersecurity has emerged as an issue of paramount concern for organizations of...

insightsfromleaders.medium.com



Breach Detection and Response

Understanding the Breach Landscape

insightsfromleaders.medium.com



Cyber Risk Disclosure: Navigating the Board’s Role in Transparency

As we continue our exploration of the critical role of board directors in cybersecurity governance, we delve into an...

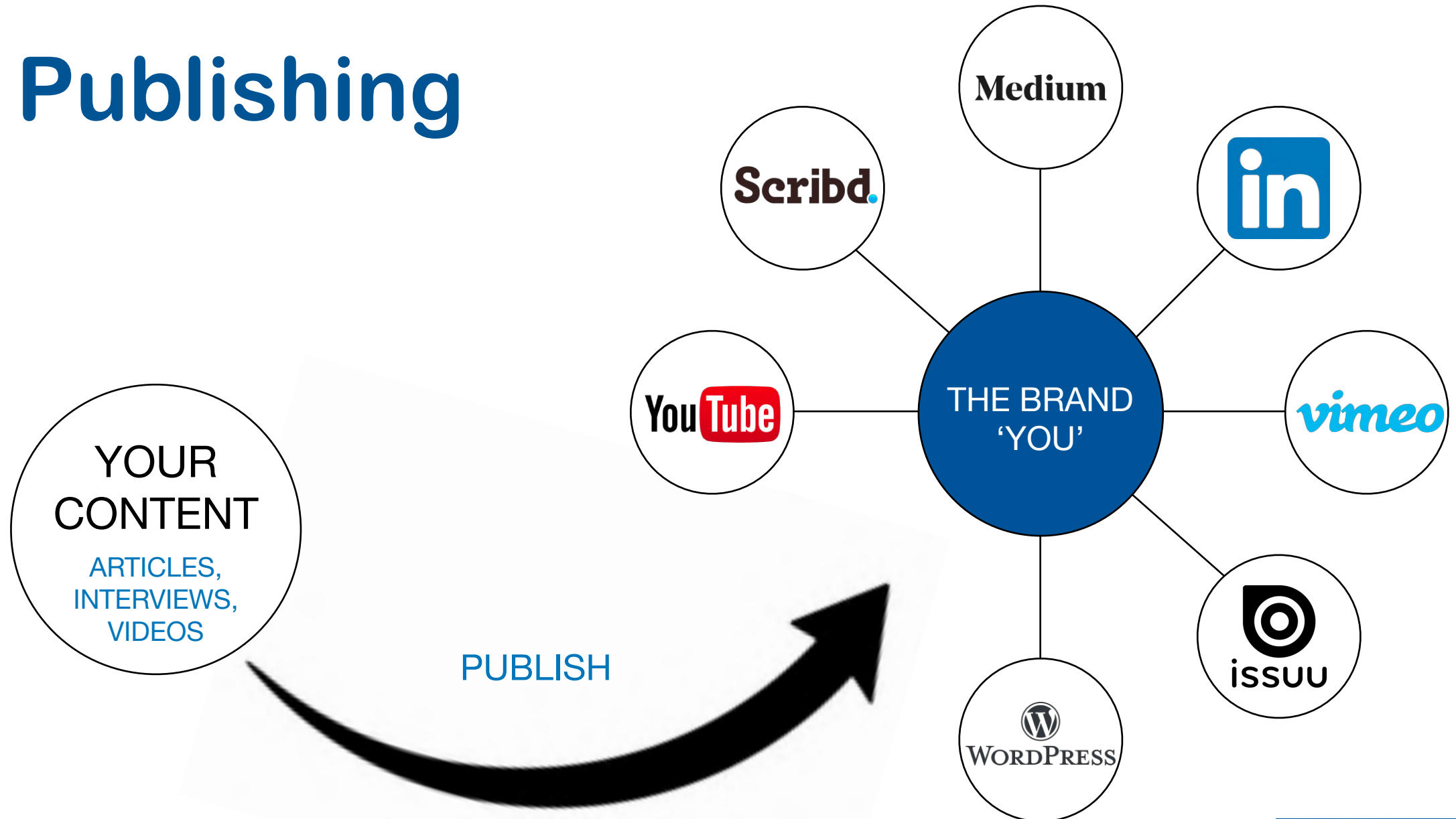
insightsfromleaders.medium.com



Content Creation

- Lead-in
- Article
- Co-create
- Interview

Publishing





signitt
online magazines



Karen Walker Johnson
Change Catalyst

"The greatest glory in living lies not in never falling, but in rising every time we fall."
— Nelson Mandela

Key differentiators

Proof points

Expert in Tackling Healthcare Disparities



The growing Importance of Acknowledging Mental Health in Organizations




Representing Healthcare in Corporate Boards

Innovative Problem Solver



Mentorship & Leadership — 1 Style, 2 Goals



Changing Demographics Require Diversity

Bio focused on the future

Biography

My various roles have allowed me to develop skills and gain experiences which have made me the healthcare leader I am today. My greatest passion is leading teams who positively impact and improve the health status of vulnerable populations.

Compassionate Healthcare Advocate


My background includes leadership roles in hospital administration, health plan operations, and Medicare, Medicaid, and those requiring long-term care.

One of my key achievements has been developing a clinical care model that supported high-risk populations with home-based Palliative care and Hospice services.

Devoted to exploring how healthcare disparities and social determinants play a role in individuals' health, I'm always open to exploring new approaches to solve the healthcare problems of today.

Articles

Articles and Insights



Leading to Serve



Cultivating Diversity on Boards



Maintaining Employee Satisfaction During COVID19

SIGNITT

How to increase your network?

**How to stay
current and relevant?**



A woman with long brown hair, wearing a light blue button-down shirt, is holding a large white rectangular sign in front of her. The sign has the text 'PUBLISH CONSISTENTLY' written on it in a bold, blue, sans-serif font. The background is a plain, light grey color.

**PUBLISH
CONSISTENTLY**

SIGNITT



ADD VALUE

SIGNITT

A person wearing a black and white striped shirt is holding a large white board. The board has the text "START A DIALOGUE (AVOID A MONOLOGUE)" written on it in blue, bold, sans-serif font. The person's hands are visible at the bottom of the board, and their fingernails are painted a light blue color. The background is a soft, out-of-focus light blue.

**START A DIALOGUE
(AVOID A MONOLOGUE)**

**WE WANT TO SEE
AND HEAR YOU!**

A woman with long, dark, curly hair is holding a white rectangular sign in front of her. She is wearing a yellow top. The background is a solid yellow color. The sign has blue text that reads: "CO-CREATE CONTENT & INVITE OTHERS TO CONTRIBUTE".

**CO-CREATE
CONTENT
& INVITE OTHERS
TO CONTRIBUTE**

A person wearing a dark suit jacket, a light blue dress shirt, and a red tie is holding a large white rectangular sign in front of their chest. The sign contains the text "JOIN A LINKEDIN 'ENGAGEMENT POD'" in blue, bold, sans-serif font. The person's hands are visible at the edges of the sign.

**JOIN A
LINKEDIN
“ENGAGEMENT POD”**

A person's hand is visible on the left side of the frame, pointing towards the text. The hand is dark-skinned and is wearing a dark suit jacket over a light-colored, striped shirt. The background is a plain, light-colored wall.

Your mission: Engage and interact

Tactic 1

When posting on LinkedIn:

**‘Name tag’
people in a comment
and ask them for feedback**



+



The Power of a Strong Online Presence

And how it can position you for your next professional goal

Presenting: Anouk Pappers

Brand Anthropologist

OCTOBER 28, 2021

4:30pm



You and 63 others

5 comments



1,851 views of your post in the feed



Does your online presence represent you in the best way possible?

@Lloyd Emerson Johnsc.1 - @Maryann Bruce
@Ravila Gupta - @MillieTan



Tactic 2

**When somebody comments
on your post:
React... 'name tag'...
start a conversation**



Emerging Leaders' cohort of The Leverage Network

Anouk Pappers on LinkedIn • 2 min read

I was honored to be invited to address the first 'Emerging Leaders' cohort of The Leverag...

Most relevant ▾



Excell Hardy Jr. • 1st

1mo ...

Business & Program Development

Thank you [Anouk Pappers](#) for highlighting the work of [The Leverage Network Inc.](#) You have done and continue to do an amazing job elevating the online brands of some of the industries top executives.

Like | Reply



Thanks Excell Hardy Jr. Let's stay connected for future presentations.

SIGNITT

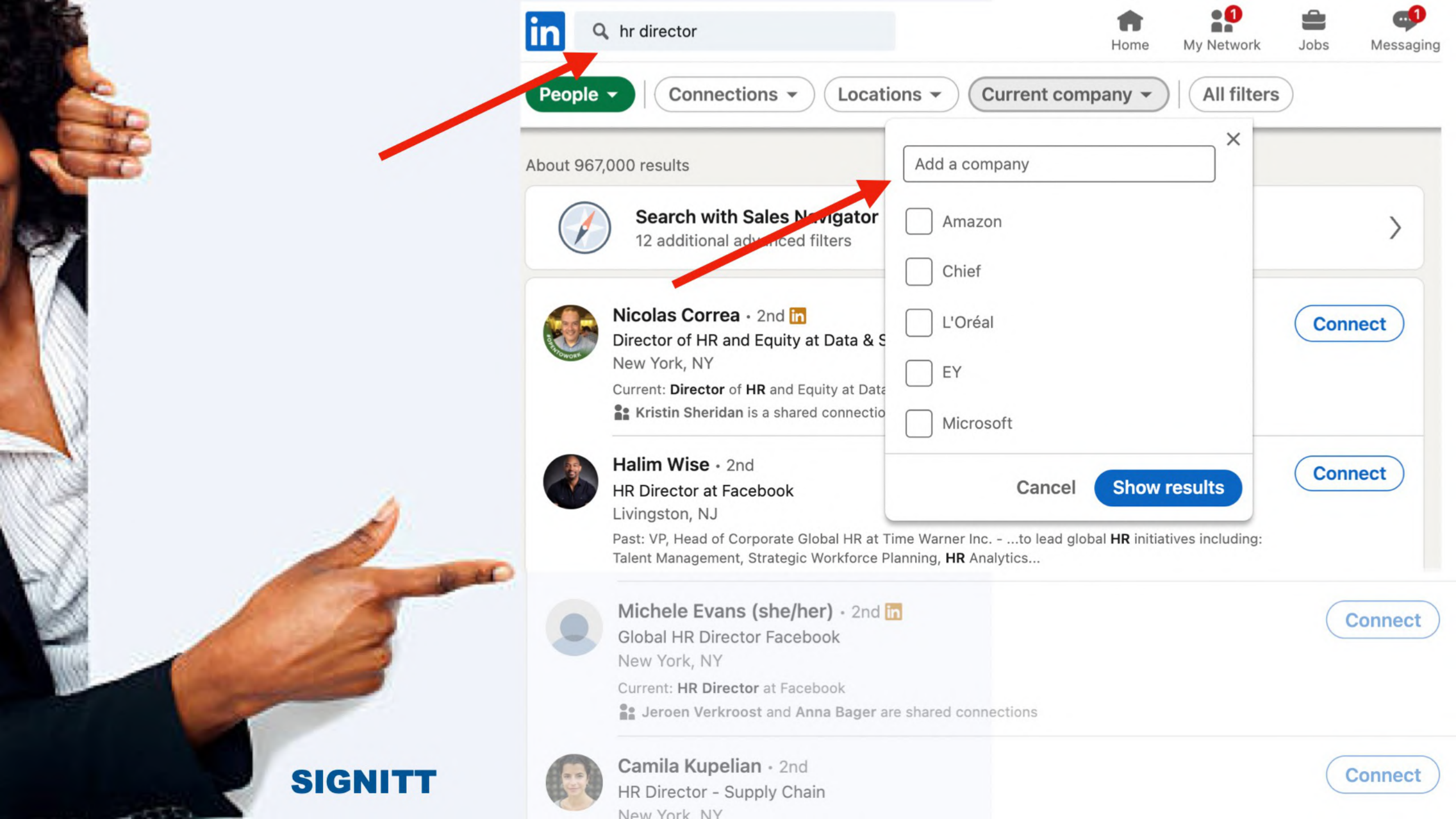
Tactic 3

**Look for interesting
and relevant people:**

React on their posts...

'name tag'...

start a conversation



hr director



People

Connections

Locations

Current company

All filters

About 967,000 results



Search with Sales Navigator
12 additional advanced filters



Nicolas Correa · 2nd
Director of HR and Equity at Data & S
New York, NY
Current: **Director** of **HR** and Equity at Data
Kristin Sheridan is a shared connection



Halim Wise · 2nd
HR Director at Facebook
Livingston, NJ
Past: VP, Head of Corporate Global HR at Time Warner Inc. - ...to lead global **HR** initiatives including:
Talent Management, Strategic Workforce Planning, **HR** Analytics...



Michele Evans (she/her) · 2nd
Global HR Director Facebook
New York, NY
Current: **HR Director** at Facebook
Jeroen Verkroost and Anna Bager are shared connections



Camila Kupelian · 2nd
HR Director - Supply Chain
New York, NY

Add a company

- Amazon
- Chief
- L'Oréal
- EY
- Microsoft

Cancel Show results

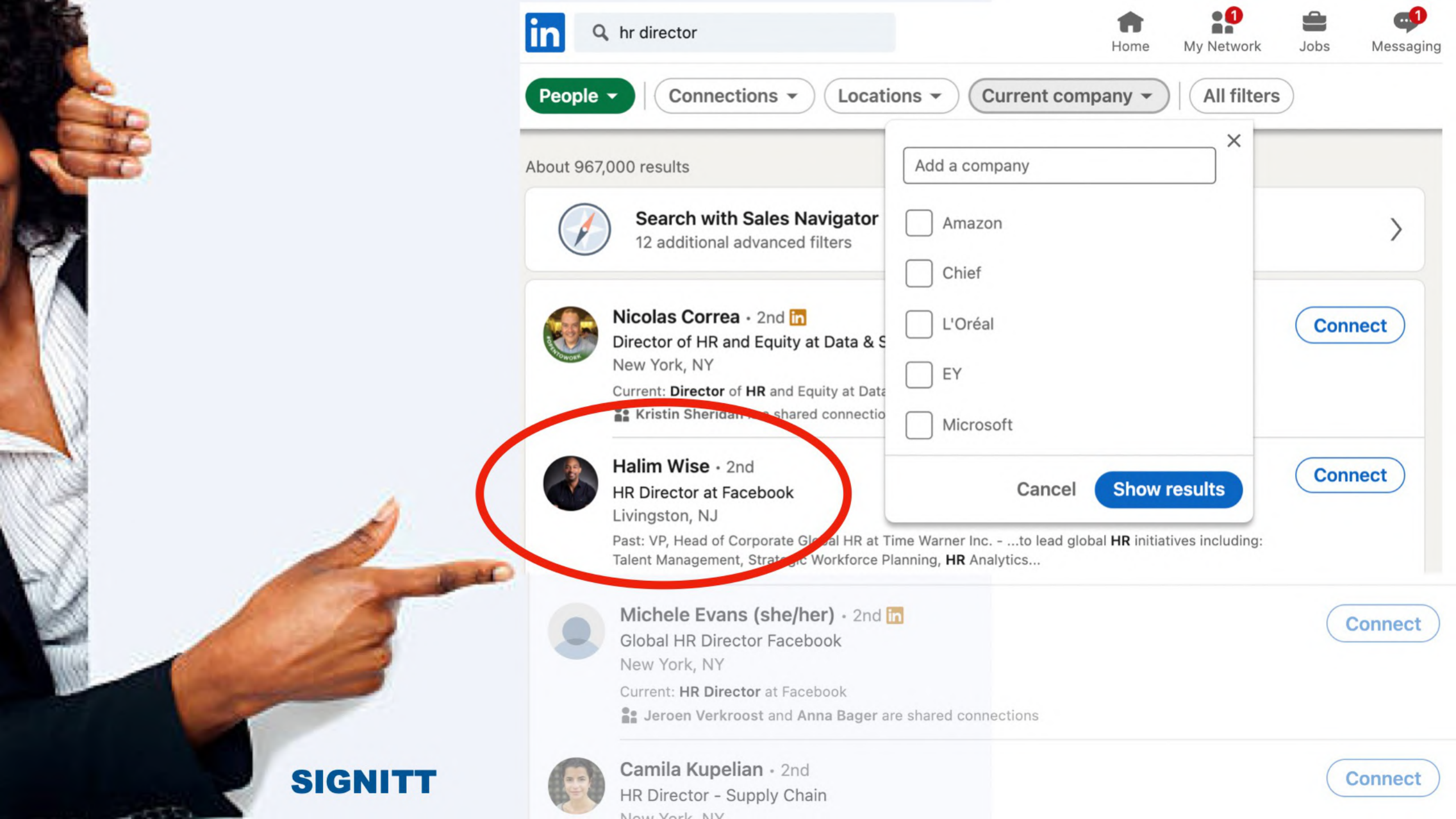
Connect

Connect

Connect

Connect

SIGNITT



hr director

People Connections Locations Current company All filters

About 967,000 results



Search with Sales Navigator 12 additional advanced filters



Nicolas Correa · 2nd Director of HR and Equity at Data & S New York, NY Current: Director of HR and Equity at Data Kristin Sheridan are shared connections



Halim Wise · 2nd HR Director at Facebook Livingston, NJ Past: VP, Head of Corporate Global HR at Time Warner Inc. - ...to lead global HR initiatives including: Talent Management, Strategic Workforce Planning, HR Analytics...



Michele Evans (she/her) · 2nd Global HR Director Facebook New York, NY Current: HR Director at Facebook Jeroen Verkroost and Anna Bager are shared connections



Camila Kupelian · 2nd HR Director - Supply Chain New York, NY

Dialog box with 'Add a company' search bar and checkboxes for Amazon, Chief, L'Oréal, EY, and Microsoft. Includes 'Cancel' and 'Show results' buttons.

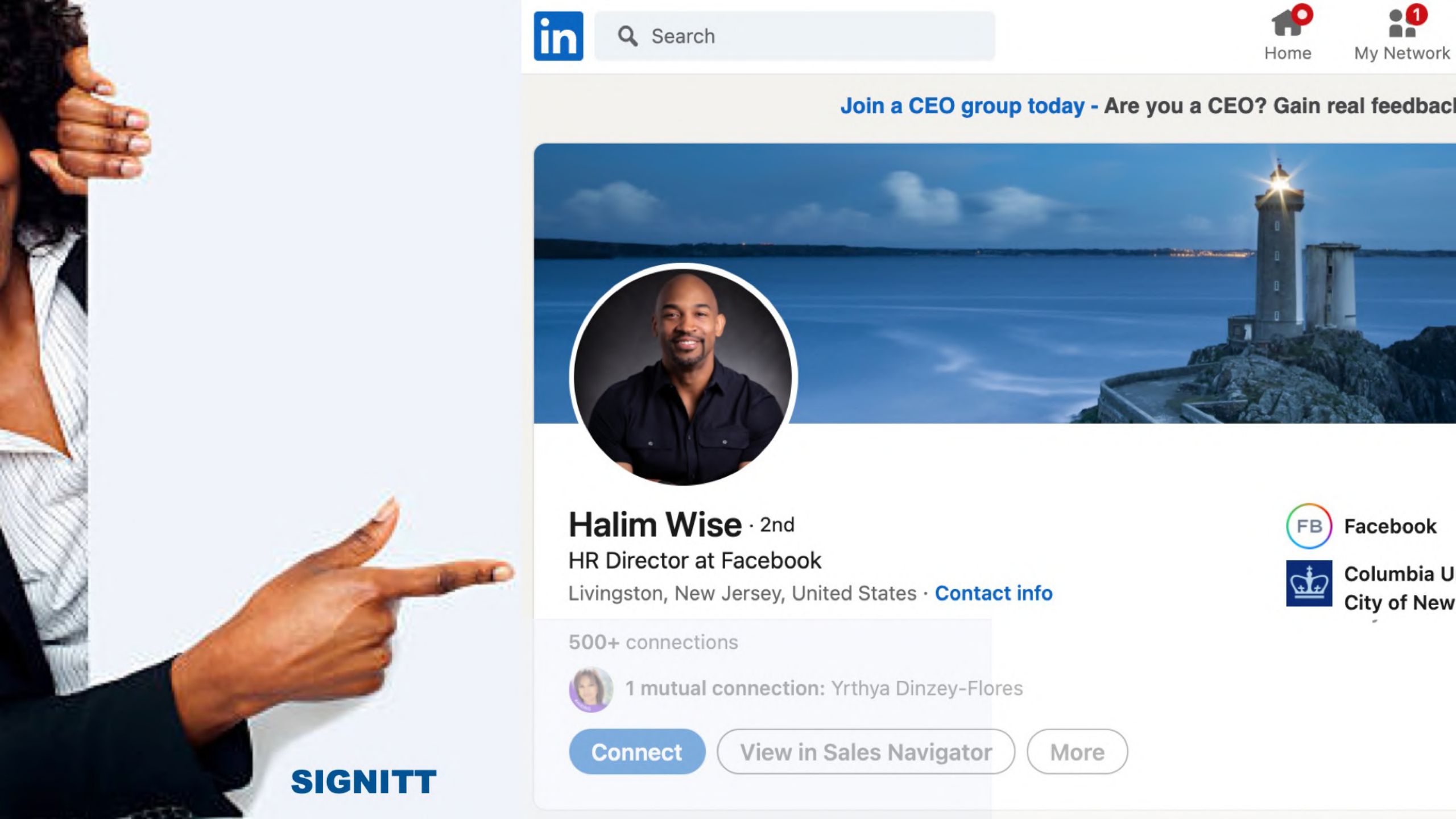
Connect

Connect

Connect

Connect

SIGNITT



Search



Join a CEO group today - Are you a CEO? Gain real feedback



Halim Wise · 2nd

HR Director at Facebook

Livingston, New Jersey, United States · [Contact info](#)



Facebook



Columbia U
City of New

500+ connections



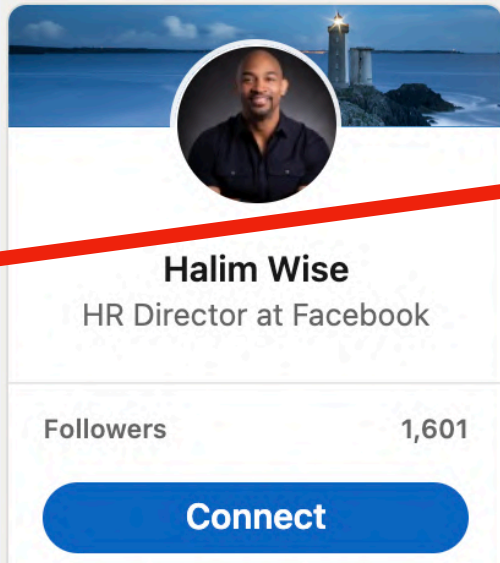
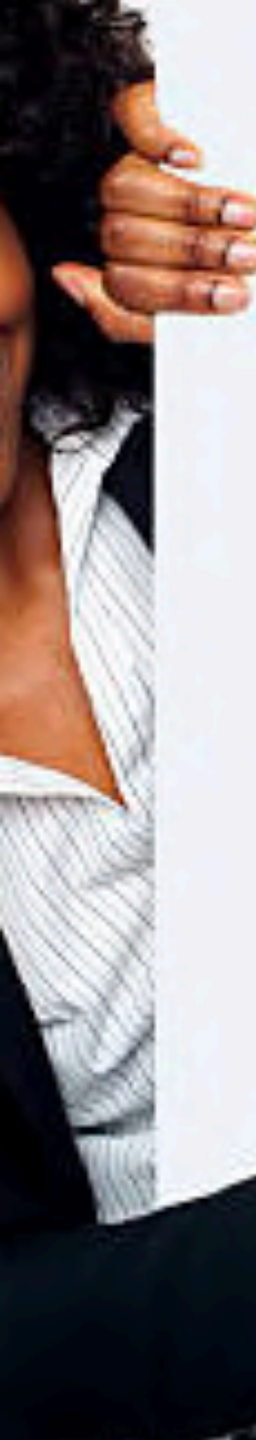
1 mutual connection: Yrthya Dinzey-Flores

Connect

View in Sales Navigator

More

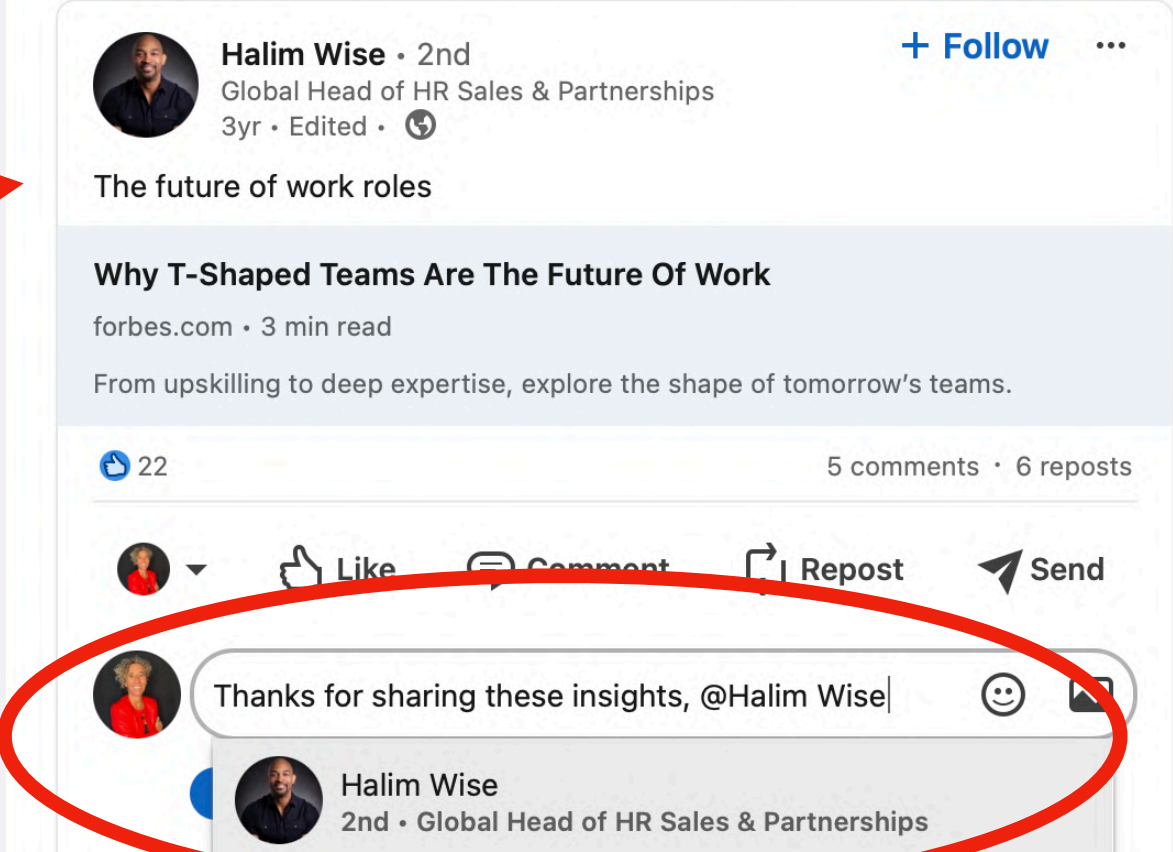
SIGNITT



Halim Wise
HR Director at Facebook

Followers 1,601

Connect



Halim Wise • 2nd
Global Head of HR Sales & Partnerships
3yr • Edited •

The future of work roles

Why T-Shaped Teams Are The Future Of Work
forbes.com • 3 min read
From upskilling to deep expertise, explore the shape of tomorrow's teams.

22 5 comments • 6 reposts

Like Comment Repost Send

Thanks for sharing these insights, @Halim Wise

Halim Wise
2nd • Global Head of HR Sales & Partnerships

**Find relevant
LinkedIn groups:**

**Post... react...
'name tag'...
start a conversation**

board director

international board director competency de...



brenda a. mccabe, mba, board director · 1st · ...



board director in Jobs

board director groups

board director - board portal for high-perfor...



board directors

board director · Company · Software Development





Search directors and boards



Home



My Network



Jobs



Messaging

Noti

Groups

221 results



PRIVATE SCHOOLS Owners, Directors, Boards, Administrators and Supporters!

2K members

PRIVATE SCHOOLS Owners, **Directors, Boards**, Administrators and Supporters share and discuss issues, successes, lessons learned, etc.

Join



Non-Profit Boards- a subgroup of the Board of Directors Society-

951 members

While the Board of **Directors** Society focuses upon Corporate Directors, we realize that many Directors are also on non-profit Boards. While many of the focus areas are in parallel to non-profits, there are some big...

Join



Boards & Board Directors

581 members

This is a new group aiming to share information, thoughts **and** insights about being a board director and serving on a board. The aim is to inform and inspire serving **directors**, aspiring directors, and anyone else...

Join

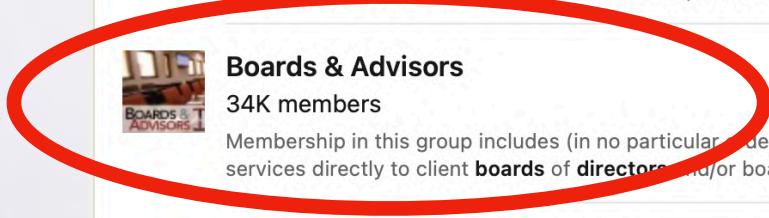


Boards & Advisors

34K members

Membership in this group includes (in no particular order): (i) External advisers who provide dedicated services directly to client **boards** of **directors** and/or board committees (e.g., external auditors;...

Join





Anouk Pappers

- Recent
- ELC connect
 - CoolBrands People
 - Signitt Engagement Pod
 - Leading with Grit and Grace
 - Chief Marketing Officer (CMO)
- Groups
- ELC connect
 - CoolBrands People
 - Signitt Engagement Pod
 - Show more
- Events +
- Followed Hashtags
- # signitt
 - # 5050x2028



Boards & Advisors

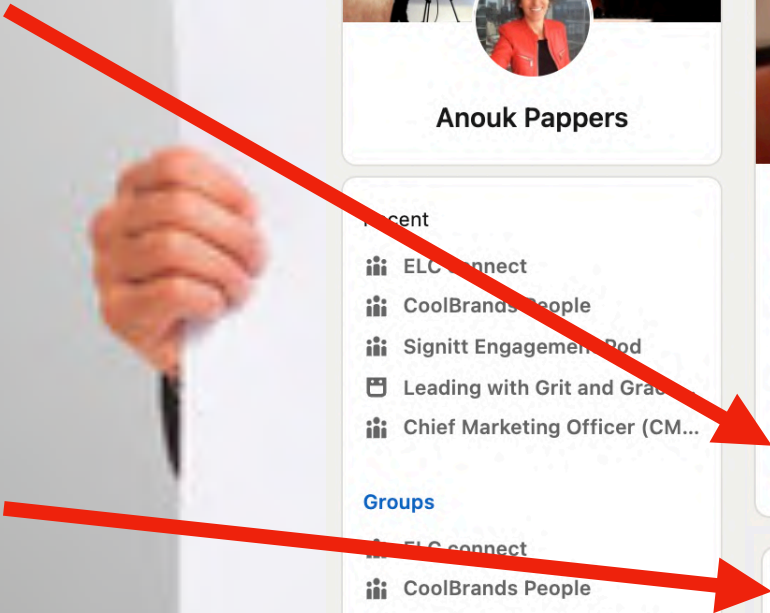
Private Listed

33,717 members

[Join](#)

49 connections in this group

Vera Tice, MSECE, Ibrahim (Abe) El Bitar, and 47 other connections are in this group



If you are a woman in leadership with a message to share on any of the following topics as they relate to leadership, I want to connect with you to find out if the Leading with Strength & Grace podcast is a good match for your expertise.



Like Comment

Hi @DeNeen K. Attard, MSM. Looking forward to connect

DeNeen K. Attard, MSM New and Emerging Leadershi...

Tactic 5

Write a note to five old connections and revive the relationship, using the content you published

AND NOW WHAT?

1. You're all set

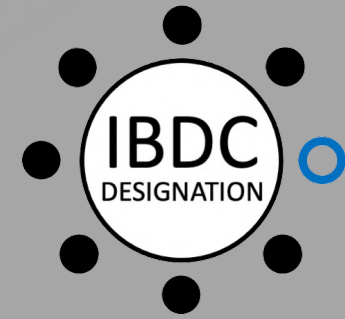
2. You could use some support with:

- Content creation
- Creating a strong online reputation

3. You'd like to discuss
(20 minutes)

ANOUK@SIGNITT.COM





Becoming an Exceptional Board Director Candidate

— Education & Certification Course —

International Board Director Competency Designation (IBDC.D)

Get modern Board Director Candidate packaging **AND** modern Board operations knowledge all in one shot while **ALSO** earning your globally recognized *International Board Director Competency Designation* (IBDC.D) certification.

1:1

Group

On-Demand

<https://www.pfisterstrategy.com/exceptionalboarddirector>

— CONTENT IS (STILL) KING...OR QUEEN —

are you prepared?

Know the importance of your online presence

Follow a content creation framework

Establish your authority!

Q&A



Contact Mark at mark@pfisterstrategy.com

Contact Anouk at anouk@signitt.com

Board Director Education + Certification Details <https://www.pfisterstrategy.com/exceptionalboarddirector>





In 2006 Anouk started a storytelling expedition: *'Around the World in 80 Brands'*. The goal was to help brands and companies convey their message by means of storytelling. She traveled the world, looking for brands with a purpose and people with a vision. She had started CoolBrands in 2002 in Amsterdam, and had expanded to Dubai, São Paulo (BR) and New York. She has been commissioned by companies like PepsiCo, Apple, Google, Mercedes, Harley Davidson, Unilever, and many more. She has interviewed over 900 CEOs, CMOs, business leaders and entrepreneurs across the globe. She has published 15 books, chronicling stories from corporate and brand leaders, entrepreneurs running different size companies, professional services leaders and the creative industry.

In 2015, Anouk founded Signitt to focus on the needs of business and social leaders to build their online presence. Signitt has grown in size and scope because of the recognition that a strong online presence is critical to achieving goals, whether that is seeking a seat on for-profit or non-profit boards, career advancement in your current industry, a career pivot, finding new clients, investors, partners, or selling your company.

Because of the global scope of her business and the wide range of senior leaders she worked with, Anouk has seen, first-hand, that taking control of a person's online presence is key to achieving their next business goal. She also saw that many women and other diverse leaders were not seizing the opportunity. Based on these insights, she has dedicated a large percentage of her time to working with diverse leaders, to better position themselves online -- to 'use Google as their Wing(wo)man'.

She is a sought-after, engaging speaker and shares her learnings, insights and many tips and tactics on how to navigate the online world with your personal brand.



MARK A. PFISTER

Non-Executive Director, CEO, and Chief Board Consultant

Biography

mark@pfisterstrategy.com



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, nonprofit, and private equity (PE) sectors. He is also Founder & CEO of the International Board Director Competency Designation (IBDC.D) education and certification program, a Board Director certification course recognized globally, and was previously Chairman & CEO of Integral Board Group, a specialized Board services and consulting company. 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 Regional 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, nonprofit, and private equity (PE) 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).

