

# BOARD-READINESS SESSION #3

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STAYING ON TOP OF BOARD TRENDS

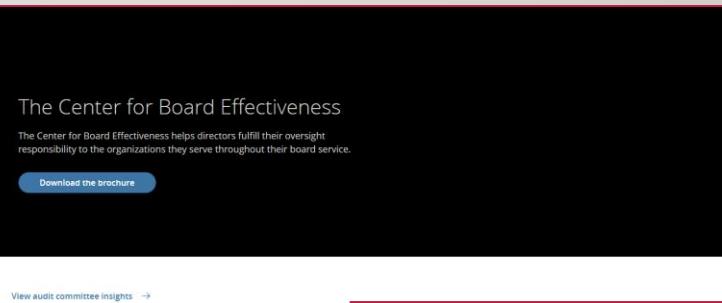
LINKEDIN PROFILE & GO-TO-MARKET CAMPAIGN

# STAYING ON TOP OF BOARD TRENDS

## Institutes

- [EY Center for Board Matters](#)
- [Deloitte Center for Board Effectiveness](#)
- [KPMG Board Leadership Center](#)
- [PWC Governance Insights Center](#)
- [Nasdaq Center for Board Excellence](#)
- [Harvard Law School Corporate Governance Forum](#)

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The Center for Board Effectiveness

The Center for Board Effectiveness helps directors fulfill their oversight responsibility to the organizations they serve throughout their board service.

[Download the brochure](#)

[View audit committee insights →](#)

## EY Center for Board Matters

We support board members in their oversight role by helping them address complex boardroom issues.



Dedicated to strengthening corporate governance in the boardroom and beyond

## Nasdaq Center for Board Excellence

[Join Our Community](#)

### OUR MISSION

The Center provides a collaborative learning environment for like-minded leaders to drive positive and meaningful impact.

Together, we foster insights that open the aperture to understanding board excellence more broadly. We empower leaders to lead with integrity, transparency, and accountability while promoting a culture of innovation, curiosity, and long-term value creation.

### Purpose

With Nasdaq's commitment to reimagine tomorrow in our DNA, the Nasdaq Center for Board Excellence is uniquely positioned at the cross-roads of forward-looking thinking and innovation to convene board and executive leaders and advance board engagement and corporate leadership. We invite members and supporters of the Nasdaq Center for Board Excellence to join us as valued partners in this journey.



Direct to your inbox

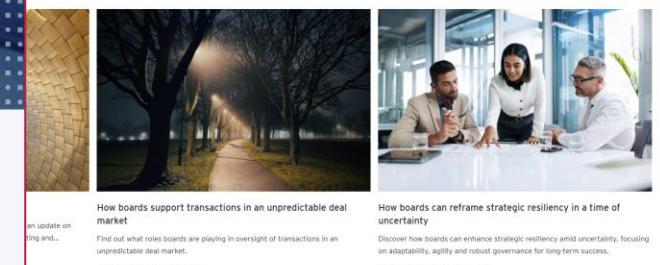
Receive insights, resources and more from the EY Center for Board Matters.

[Subscribe](#)

2025 proxy season review: Four key takeaways

Jane Smith

23 May 2025



How boards support transactions in an unpredictable deal market

Find out what roles boards are playing in oversight of transactions in an unpredictable deal market.

12 May 2025 | Robyn Bew +2

How boards can reframe strategic resiliency in a time of uncertainty

Discover how boards can enhance strategic resiliency amid uncertainty, focusing on adaptability, agility and robust governance for long-term success.

23 Apr 2025 | Shawn Matter +1

# STAYING ON TOP OF BOARD TRENDS

## Board-Focused Magazines and Newsletters

- Fortune – the Modern Board (weekly newsletter)
- Directors and Boards (magazine)
- Private Company Director (magazine)
- Boardwise (training & tools)
- BoardProspects (education & board search)
- Corporate Board Member (magazine)
- Digital Directors Network (education & networking)

The collage consists of four distinct web pages arranged in a 2x2 grid:

- Top Left (BoardProspects):** A black-themed landing page with the tagline "Join the world's most elite social network." It features a "create free profile" button and a "Explore membership" button.
- Top Right (Directors&Boards):** A white-themed homepage with a search bar, a "Sign In" button, and a "Subscribe" button. It features a large image of a hand pointing at a boardroom chart with the word "CRISIS" and several figures.
- Bottom Left (Fortune):** A screenshot of the "The Modern Board" newsletter from Fortune. It includes a sidebar with "SEARCH" and "OPTIMIZE" sections, and a main content area with several articles and images.
- Bottom Right (MIGLUCCI ON MARKETING):** A screenshot of the MIGLUCCI ON MARKETING website, featuring a large logo and the text "MIGLUCCI ON MARKETING".

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# FEATURES OF A GREAT LINKEDIN PROFILE

PROFILE ELEMENT	WHY IT MATTERS FOR BOARD DIRECTORS
<b>Headline, Banner &amp; Picture</b>	Convey strategic positioning, value proposition and executive/leadership presence
<b>About Section</b>	Shares origin story, strategic vision, and board-level capabilities
<b>Experience</b>	Highlights impact, governance experience, and results
<b>Featured Postings</b>	Bring board-related content, talks, or publications to life; Demonstrate ongoing engagement and influence in governance or industry
<b>Recommendations</b>	Add credibility from peers, board colleagues, and C-suite stakeholders



IF IT'S A WORK THING, IT'S A SHRM THING

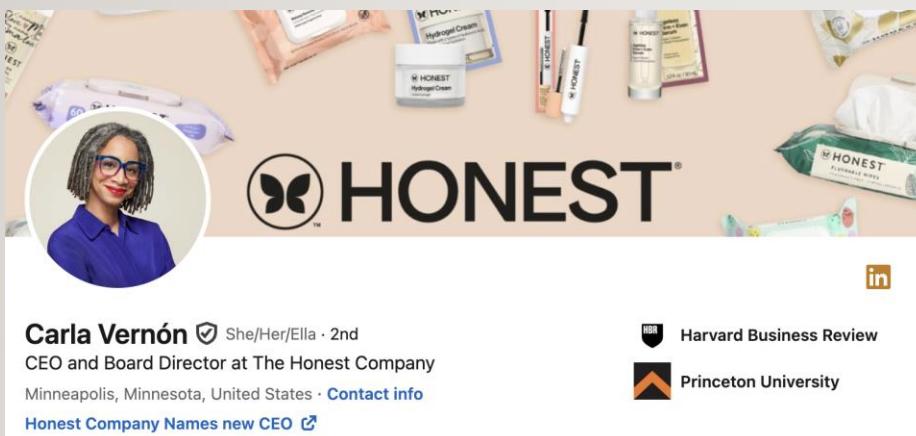
**Johnny C. Taylor, Jr., SHRM-SCP**  · 2nd  
President & CEO, SHRM, F500 Board Director

 [Top Voice](#)

 High Point University  
 University of Miami

# HEADLINE, PORTRAIT & BANNER COMBI- NATIONS THAT WORK

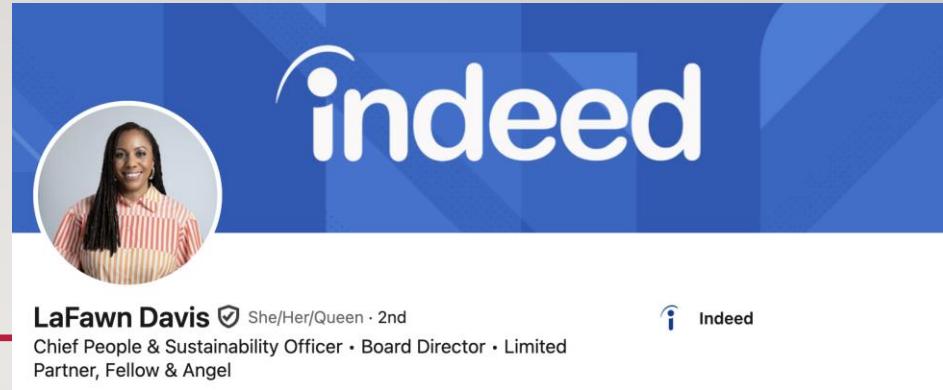


**Carla Vernón**  She/Her/Ella · 2nd  
CEO and Board Director at The Honest Company  
Minneapolis, Minnesota, United States · [Contact info](#)  
[Honest Company Names new CEO](#) 

 **HONEST**

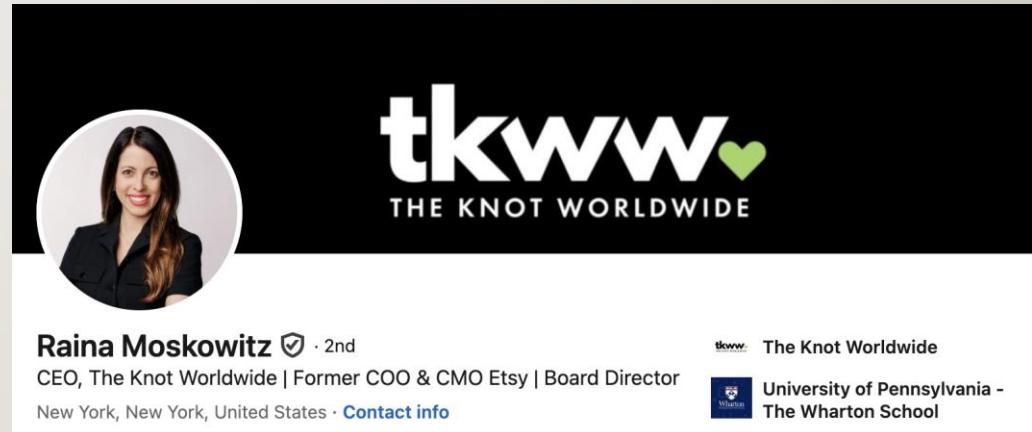


 Harvard Business Review  
 Princeton University



**LaFawn Davis**  She/Her/Queen · 2nd  
Chief People & Sustainability Officer · Board Director · Limited Partner, Fellow & Angel

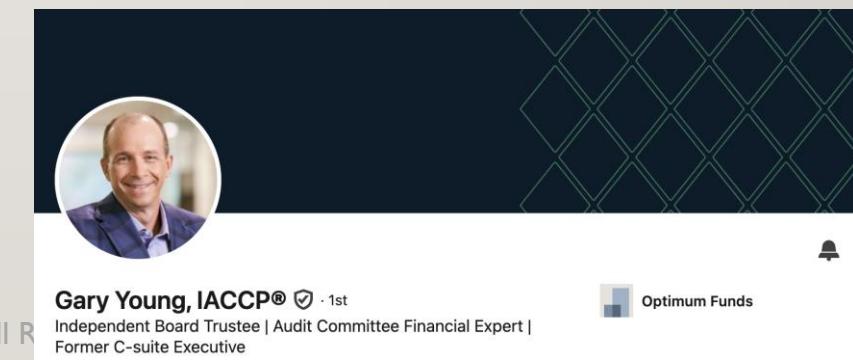
  Indeed



**Raina Moskowitz**  · 2nd  
CEO, The Knot Worldwide | Former COO & CMO Etsy | Board Director  
New York, New York, United States · [Contact info](#)

 **tkww**  THE KNOT WORLDWIDE

 The Knot Worldwide  
 University of Pennsylvania - The Wharton School

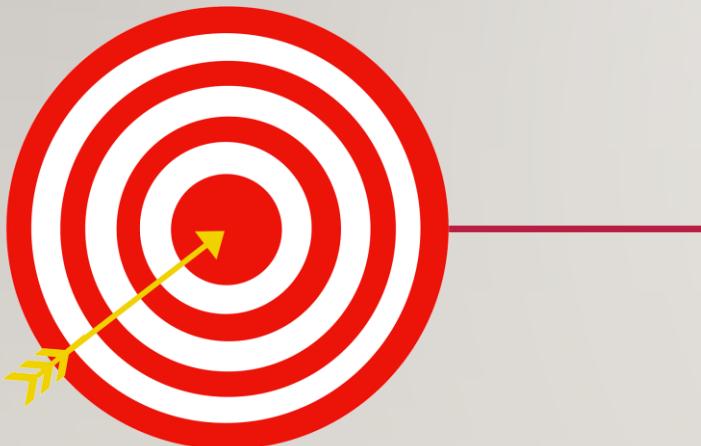


**Gary Young, IACCP®**  · 1st  
Independent Board Trustee | Audit Committee Financial Expert | Former C-suite Executive

 Optimum Funds

# ABOUT: WHAT HITS THE MARK?



## About

An independent board director and qualified Audit Committee Financial Expert, I offer more than 30 years of experience in investment management, mutual fund oversight, and governance leadership.

My boardroom perspective is shaped by two decades of executive leadership at Diamond Hill Capital Management, a publicly traded institutional asset manager I helped grow from \$300 million to \$30 billion in assets under management. During my tenure, I led the development of governance frameworks, compliance and risk programs, and cybersecurity initiatives, culminating in a rare ISO 27001 certification. I worked closely with both the fund board and public company board to align strategy, oversight, and disclosure practices.

Currently, I serve as an Independent Trustee and Audit Committee Member for Optimum Fund Trust, a \$10 billion fund complex sponsored by Macquarie. I've also held governance roles across multiple fund complexes, including board and officer positions. As a long-time contributor to the Investment Company Institute (ICI), I've served on the Accounting/Treasurers, CCO, CRO, and CISO Committees, and, most recently, as a member of the ICI Board of Governors' 1940 Act Modernization Project – Governance Working Group. I am currently actively involved in the Independent Directors Council and the Mutual Fund Directors Forum.

My board contributions are grounded in hands-on executive experience, a strong ethical foundation, and a commitment to advancing shareholder value through effective, informed governance.

# Experience section; where less is more

## Experience

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### Board Member, Chair - Risk Committee

Newton Investment Management

2021 - Present · 4 yrs 8 mos

Serve on both the UK and North America boards. Provide oversight for equity, fixed income and multi-asset investment strategies, navigating the SEC & FCA and guiding transformation for this investment firm with 100B+ AUM. Support the business through consolidation of several investment management boutiques and leadership changes (CEO and CIO)



### Board Member; Advisory Board Member

TIFIN

2021 - Present · 4 yrs 8 mos

Senior Partner and strategically involved from inception, including assembling the Advisory Board (2018-2021) before becoming Board Member in 2021 of TIFIN AMP, a FinTech/AI innovator with investors that include JPMorgan, Morningstar, Franklin Templeton and Broadridge. Informed and guided the company's business strategy of applying Gen AI and Supervised AI to modernize distribution and improve efficiency within the asset and wealth management ecosystem.



### President and CEO - AIG Funds/Asset Management

AIG Retirement Services

2019 - 2021 · 2 yrs

Greater New York City Area

Selected to lead a critical transformation of an underperforming business. Drove strategy and oversaw all aspects of the multibillion-dollar asset management platform (assets under management, advisement and administration) that supported equity, fixed income, asset allocation, ESG, Volatility-managed and private equity investments. Represented AIG's interest with major stakeholders such as government and regulatory bodies, independent fund boards, clients and media. Led the sale of the AIG Funds business to another insurance-owned asset manager for 3X valuation. Served on the following boards during tenure:

AIG Annuity Funds Board - Board Member/Interested Trustee; Governance & Ethics Committee

AIG Retail Funds Board - Head of Management Committee

AIG Valic Funds Board - Head of Management Committee

AIG, Inc. - Retirement Board Member

# HOW THOUGHT LEADERS EXCEL ON LINKEDIN

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## **Insightful Content Sharing**

Thought leaders publish articles, data, and reflections on industry trends, governance, and strategy to showcase expertise.

## **Active Community Engagement**

They interact by commenting, recognizing achievements, and connecting with peers to build meaningful professional relationships.

## **Consistent, Thoughtful Posting**

Posting brief, thoughtful content helps establish them as informed and relevant voices in their field

## **Quality over Quantity**

Focus on high-impact, purposeful posts instead of frequent updates that lack significance

# TYPES OF HIGH-SIGNAL CONTENT

- Lessons learned from a project, client, or boardroom + Insight
- Strategic or governance trends with a personal take
- Responses to a current event in your industry
- Sharing a resource, tool, or article with your point of view
- A question or a prompt to engage your network
- Event participation
- Celebrating/lifting others



# CREATING A CONTENT MANAGEMENT SYSTEM FOR LINKEDIN POSTS

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## Define Content Pillars

Establish themes based on your unique value propositions (e.g., board leadership, trends, innovation, nonprofit strategy)

## Idea Capture and Planning

Store content ideas in a digital bank using tools like Google Docs for easy organization

## Batch Creation and Scheduling

Create posts in batches using templates, then schedule them with digital tools for efficiency

## Track Engagement and Refine

Monitor comments, respond regularly, and review monthly results to improve your LinkedIn content strategy



# Distinguish between value and noise

Strong Post If It...	Might Be Noise If It...
<b>Offers insight, analysis, or perspective</b>	Is just a link drop without commentary
<b>Shares experience or a lesson learned</b>	Feels overly self-congratulatory
<b>Adds to an existing conversation</b>	Repeats what others already said
<b>Reflects your values or leadership lens</b>	Feels generic or templated



**Johnny C. Taylor, Jr., SHRM-SCP**  · Following  
President & CEO, SHRM, F500 Board Director  
[Visit my website](#)  
5d · 

AI is reshaping work and hiring.

In my recent interview with [Louisa Clarence-Smith](#) for [The Times](#), I spoke about a growing hesitation among business leaders:  
Hiring for roles that may be obsolete in a year.

Generative AI is here. And while it offers incredible opportunities, it's also making leaders pause.

Some are subtly restructuring.  
Some are holding off on hiring.  
And many are doing it without saying the quiet part out loud: AI is the reason.

Why the silence?  
Brand risk. Public backlash.

But here's the truth:

- ✖ We can't let fear guide us.
- ✖ Our people deserve transparency.
- ✖ Above all, we need to center our workplace strategy on empathy, inclusion, and preparation.

The future of work can be human-led if we commit to navigating this transformation with both courage and compassion.

Read the full interview here  <https://shrm.co/ai5tgw>

# SAMPLE LINKEDIN POST

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## Featured Article

[https://www.ey.com/en\\_us/insights/mergers-acquisitions/m-and-a-activity-report?WT.mc\\_id=15126359&AA.tsrc=email&mkt\\_tok=NTIwLVJYUC0wMDMAAAGZkPK6ixnd5xM1wYr\\_HkazrVxaMOGjLX5Gg\\_wQr4FA7Qe5UiKz5Ej6brjEBAErOargYyGOycW4INHEOUi87c467iyPOIzf0JuGqaLVykuSS\\_ehAWA0jO0](https://www.ey.com/en_us/insights/mergers-acquisitions/m-and-a-activity-report?WT.mc_id=15126359&AA.tsrc=email&mkt_tok=NTIwLVJYUC0wMDMAAAGZkPK6ixnd5xM1wYr_HkazrVxaMOGjLX5Gg_wQr4FA7Qe5UiKz5Ej6brjEBAErOargYyGOycW4INHEOUi87c467iyPOIzf0JuGqaLVykuSS_ehAWA0jO0)

## Sample Posting

As EY's report indicates (and we all hope!), the IPO market may be heating up. This is a critical time for boards to ensure their organizations are packaged and market-ready. Whether an IPO or other funding event is in your future, savvy board directors are guiding their organizations to:

- Ensure that the Board and management team are aligned on go-to-market strategies and corporate positioning
- Have financial and corporate information audited, optimized and posted to a data room
- Refresh relationships with banking institutions that are nurtured and positioned for mobilization

# EXERCISE

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- Finalize your Board-ready Bio and Resume in preparation for a discussion with an Honorary Trustee
- Secure a professional headshot, develop your LinkedIn Headline and About sections, and edit your work history with board service in mind
- Select ~5 recent articles from trusted board resources, and draft sample postings
- Develop ~10 long-form career stories in preparation for upcoming interviews