



It can take two to three years for even the most qualified executives to obtain a board seat. The Athena Alliance works with you to maximize your success in the shortest timeframe possible, supporting you in the critical “last mile” efforts of the board seat obtainment process.

## The Aspiring Director Journey

The Athena Alliance membership experience for an Aspiring Director is a balanced mix of white glove, high touch 1:1 consulting support and high-value community building and networking.

We identify and articulate your unique value proposition, enhance your visibility, ensure your thought leadership is recognized in the right circles, and provide you with board seat access and consideration.

We position our members for success in three phases:

### Phase 1: ASPIRE

The process of being considered for a board seat is very different from being considered for your next executive role. To obtain board membership, you need to be able to articulate how your incredible career as an executive leader makes you relevant and valuable as a board member with governance responsibility for a company as a whole.

At The Athena Alliance, we strengthen your conviction that you belong in the boardroom by helping you build clarity around your unique value to a board and by telling your story in the most compelling and relevant way possible.

At the end of Phase 1, you'll walk away with a completed board bio, personal brand positioning, and comprehensive LinkedIn alignment.

Your many 1:1 touchpoints of this phase include:

- **Journey Planning** - Work with Athena leadership to define your journey and plan your steps to board seat obtainment
- **Peer Mentoring** - Through a 1:1 mentoring meeting, learn from an Athena Pioneer about her journey and advise to you
- **Executive coaching** - Meet 1:1 with a variety of top executive coaches with expertise in personal branding, verbal delivery, presence, impact, and more
- **Editorial Support** - Work with an expert writer and editor to craft an incredible bio and develop your personal brand positioning and comprehensive LinkedIn alignment.

Once this Phase is complete Athena will market you with your bio in key databases like Equilar and Nurole, and through our PR and social media channels.

## Phase 2: PERSIST

To make and strengthen the connections that lead to board seat consideration, you need to express your value in a compelling way within the right networks. We help you perfect your presence and presentation so that you are able to communicate your experience effectively in any environment.

You'll obtain valuable feedback from peers and expert partners through a variety of practice sessions designed to help you hone and perfect your bio, personal brand positioning, LinkedIn alignment, presence, and impact.

Phase 2 touchpoints include:

- **Board Recruiter Screening** - Review your board bio, personal brand positioning, and LinkedIn with a board recruitment process expert
- **Mock Interview with a Board Director** - Practice your personal brand positioning and gain a better sense of what to expect in the interview process from a seated Board Director
- **Elevator Pitch Nights** - Share your personal brand positioning with peers and experts in a fun, supportive, and fast-paced environment
- **Board Meeting Simulations** - Work through real cases and learn board governance best practices in a simulated board meeting
- **Media Training and Visibility Strategy** - Through a workshop with PR experts and 1:1 coaching, learn about how best to engage internal and external PR, engage the media, and build your visibility strategy.

## Phase 3: OBTAIN

Board seat obtainment is highly dependent on knowing the right people and being in the right place at the right time.

We help expand your network and visibility in the places that matter most to CEOs, VCs, and Seated Directors – at the conferences they attend, in the places they go for information, and through the recognition they value. We help you identify speaking engagements and award opportunities and support you or your PR team in the consideration process.

While we can not guarantee you will get a board seat, you will have full visibility into the open board seats we are matching for. Also, while non-members can be considered for open board seats we work on, only Athena members can self-identify as a potential candidate for an opportunity. Athena Members are also better positioned for board seat consideration because we are more familiar with their experience and personal brand. Because of this, we are able to put members forward for consideration more confidently and support them closely through the process.



## Phase 3: OBTAIN (continued)

Elements of Phase 3 include:

### Board Opportunities:

- **Exclusive Visibility into Open Board Seats** - We give you exclusive access to open board opportunities through our member-only portal where you'll be able to ask for consideration for any open position
- **Personalized Positioning of Your Fit for Open Positions** - As your strongest advocate, we will be able to present your unique story with confidence to a board
- **Support Securing References** - Provide us with your references and we will coach them on the best way to support your candidacy

### Visibility:

- **Positioning for Speaking Opportunities** - We find unique opportunities for our members to speak on panels and other forums frequented by CEOs, seated directors, and VCs
- **Support in Submission for Awards** - We help you identify accomplishments worthy of broader recognition, then coach you or your PR team in putting together a compelling submission for award consideration
- **Curated Expansion of Your Network** - We pinpoint high-value connections and make personal introductions. We also connect you with individuals you indicate interest in meeting
- **Access to Athena Events** - Members, prospective members, VCs, CEOs, and seated directors mingle and learn about hot topics in board governance at exclusive Athena events

## Membership

Our membership is curated and selective. Fees are \$5,000 for year one and \$1,500 for each year thereafter.

**Interested in joining Athena?**

**Reach out to our CEO at [coco@athenaalliance.org](mailto:coco@athenaalliance.org) to learn more about membership.**



## Praise for Athena from Members

***"Athena has opened doors that I would never have been able to open..."***

*...but that is not the only value Athena provided – being advised, coached and cheered on by an experienced Journey Advisor was invaluable. At crucial moments during the process, they shared experiences and suggestions that made a difference in my journey towards a board seat. Connections and trust are invaluable in the board equation. By providing not just the open door, but the trust of the boards they support and the talented women they sponsor, Athena has created a differentiated approach to creating and celebrating change, one board at a time."*

**Sandy Carter**

CEO-Founder Silicon Blitz, and Past Fortune 25 Executive

***"Within months of joining Athena, I was in conversation with a Fortune 500 company."***

*Athena has a unique approach, not just helping women prepare for board service, but in building an active network that connects boards directly with candidates"*

**Obi Felten**

Head of getting moonshots ready for contact with the real world at X  
(formerly Google X)

***"The tools, activities, and support that Athena Alliance provides are all very practical and really designed to prepare women for the journey from beginning to end."***

*The Athena Alliance team has put together a great program that really helps prospective board members understand what it really takes to move from 'hands on' to the Board Room. I feel honored to be a founding member of Athena Alliance."*

**Julie Cullivan**

EVP of Business Operations and CIO at FireEye



## Praise for Athena from Members

***"The Athena Alliance is tireless in its mission to bring valuable opportunities and indispensable resources to its membership."***

*There are only actions and results – from matching me to stimulating board roles and promoting my company and my profile among industry leaders, to helping me make the most important business connections. When I think of any organization that is a must to be a part of, I first think of The Athena Alliance"*

**Caroline Tsay**

Athena Pioneer, Board Director of Rosetta Stone and Travel Zoo, CEO of Compute Software, and Former VP & GM of Software at Hewlett Packard Enterprise

***"The Athena Alliance has given me an incredibly high quality peer group to network with and learn from. The connections I've made through Athena are with people who truly care about supporting each other and have the wisdom and experience to add value."***

*I've long wanted to serve on a corporate board, but was struggling to advance this mission. Many of my female peers at Autodesk were in the same situation – interested, but not knowing where to start. Autodesk invests heavily in development and diversity and inclusion for our employees, but did not have much targeted at the executive levels. Athena has been a great supplement to our diversity and inclusion efforts while also providing growth and development for our most senior women."*

**Amy Bunszel**

VP of Digital Products for Autodesk

***"I admire and wholeheartedly support The Athena Alliance's mission and am proud to be a member of this wonderful organization."***

*The Athena Alliance has been valuable to me on several fronts: providing useful board-readiness training and insights via informational sessions, facilitating introductions to boards in active recruitment and enabling connections with a powerful community of women."*

**Helen Riley**

CFO of X (formerly Google X)



## Praise for Athena from Board Leaders

***"I could not recommend Athena more strongly if sourcing world class women leaders for your board is important to you.***

*Sourcing world class board members is a tough challenge for a startup. Typically, our options are limited to going through our existing board, or personal networks. Athena opened up a new channel for us, and allowed us to meet incredibly talented and driven women execs who were board ready."*

**Lawrence Coburn**  
CEO of DoubleDutch

***"The process could not have been easier and more enjoyable.***

*The Athena Alliance connected us with a broad array of incredibly talented women from a variety of disciplines, all with deep knowledge and experience in various technology sectors."*

**Rick Smith**  
Founder & CEO, TASER International

***"I have participated in a number of Athena Alliance events and have always been impressed by the quality of executives in the network, the content of the events, and the atmosphere of community Athena fosters.***

*In my role as a venture capitalist, I serve on boards and help our companies build their boards. In addition to potential candidates for private company boards, I am frequently asked for candidates for Public Boards. Recently, I asked the Athena Alliance to make referrals of candidates for several large public boards. Athena continually identifies the best few women to put forward. Their credibility in this regard enhances my ability to serve my network in the same way and ensures I will continue to turn to Athena as new opportunities arise."*

**Ann Winblad**  
Managing Director of Hummer Winblad Venture Partners, board member at MuleSoft, Sonatype, Ace Metrix, and Optimine, Board of Trustees for the University of St. Thomas and Trustee of the Richard M. Schulze Family Foundation.