

# The Professional Director Certification Program®

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**An internationally recognized, university level director education and certification program.**



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Internationally recognized, the Professional Director Certification Program® is designed to ensure directors have the skills, knowledge, attitude and capabilities to fully contribute to the pursuit of excellence in corporate governance.

### Objectives

Specific objectives of the Professional Director Certification Program® are as follows:

- ✓ To develop and implement a multi-tiered program which meets the training and development needs of aspiring and experienced directors;
- ✓ To improve the confidence and capabilities of directors in their governance practices;
- ✓ To ensure a solid understanding of the fiduciary duties of directors;
- ✓ To ensure directors are both knowledgeable of and well positioned in an effective and appropriate governance system;
- ✓ To provide education in all aspects of governance: behavioural, cultural and structural; and
- ✓ To provide participants with a certification program that recognizes them as Professional Directors® (Pro.Dir®.)

### Benefits

The benefits for the directors completing the program are that they will have:

- ✓ The skills and competence required to fulfill their roles as board members;
- ✓ An excellent knowledge of the function of corporate governance and how it operates within their business, sector and organizational structure;
- ✓ A good grasp of business finance and the tools and know-how to use financial information appropriately at the board level; and
- ✓ A fresh understanding of their own personal strengths and weaknesses and be able to continually develop themselves to meet their future needs.

### Program

The program is comprised of four core modules (which earns you a Pro.Dir designation) an optional fifth module (which earns you a Pro.Dir.Gov designation), and a mandatory comprehensive practicum exam, all available entirely online. This program provides for a mix of adult learning model delivery mechanisms.

### The Approach

The program is built on various adult learning models and techniques. These include:

- ✓ Analyzing case studies
- ✓ Making use of a number of highly skilled faculty that include experienced Chairs, CEOs and board members
- ✓ Learning in board room behavior, culture, processes, and dynamics
- ✓ Taking the participant through a series of scenarios and decisions that affect the outcome of a proposed problem
- ✓ Playing the role of a director in a realistic boardroom practicum

## **MODULE ONE: Governance and Strategy**

### **Learning Objectives**

Successful participants of Module One will have the ability to:

- ❑ Articulate the Right Roles and Responsibilities of Board, Committees, CEO and Executive
- ❑ Establish a Clear Sense of Purpose Direction and Priorities
- ❑ Effectively Ensure the Accomplishment of Strategic Objectives
- ❑ Lead from the Top in Promoting Innovation
- ❑ Deal Fairly With Stakeholders, Government, Management and Staff, Community

## **MODULE TWO: Governance & Risk**

### **Learning Objectives**

Successful participants of Module Two will have the ability to:

- ❑ Provide Risk Direction and Oversight
- ❑ Oversee Management and Control of Resources
- ❑ Measure the Organization's Performance
- ❑ Ensure Quality, Employee Health and Safety
- ❑ Communicate: Two-Way and Proactively
- ❑ Effectively Report— With Transparency, Clarity and Accountability
- ❑ Lead through Understanding the Art of Culture and Leadership

## **MODULE THREE: Governance and People**

### **Learning Objectives**

Successful participants of Module Three will have the ability to:

- ❑ Ensure Board and Management Function Effectively Together and Make Decisions Wisely
- ❑ Encourage the Best Mix of Board Members through Profiling the Board and Building Effective Directors
- ❑ Ensure Accountability of The Board, Committees, CEO
- ❑ Change, Improve and Learn From The Past
- ❑ Conduct Business Ethically and Professionally, With Integrity
- ❑ Oversee Human Resource Policy and Development

## MODULE FOUR: Governance and Resources

### Learning Objectives

Successful participants of Module Four will have the ability to:

- ❑ Receive Accurate, Complete and Timely Information at the Board
- ❑ Effectively Oversee Programs and Projects of the Organization
- ❑ Evaluate and Oversee the Financial System
- ❑ Provide Value-added Oversight of all Corporate Resources
- ❑ Recognize Red Flags

## MODULE FIVE: Governance and the Public Good (Optional)

Successful participants of Module Five will have the ability to:

- ❑ Understand their fiduciary duty and the resulting expectations for board service in the Public Sector
- ❑ Understand the role of a public sector director and any particular nuances and implications for being on the board of a public enterprise
- ❑ Understand the purpose of government and be able to distinguish the differences and similarities between private and public sector corporate governance and the implications for the boardroom
- ❑ Understand how to build strong relationships with governments and ministries
- ❑ Understand the role of the chair and any particular nuances and implications for chairing a public enterprise

## PRACTICUM EXAMINATION

### Learning Objectives

Applying the Corporate Governance Solutions learned in the 4 core modules to a comprehensive case study practicum, participants will test their ability, in the context of a boardroom setting, to:

- ❑ Determine the Optimal Strategy of a Large Scale Corporation
- ❑ Decide on the Risk Governance Profile of a Corporate Strategy
- ❑ Make Significant Decisions that will Affect 1000's of People
- ❑ Evaluate the effectiveness of the CEO and the Board and the roles they play
- ❑ Determine a Board's Communication Strategy on a Significant Corporate Issue that has Wide-Ranging Consequences

### **COSTS**

Each of the five online modules cost \$1495 CDN payable in advance of registration.

A one-time exam fee of \$395 CDN will be charged prior to the final exam.

Fees are exclusive of any applicable taxes.

## Examination and Certification: Making it Official

### Examinations

Throughout the program you will have an opportunity to evaluate your progress by completing online quizzes following each session. Once you have completed all five modules a comprehensive examination in the form of a practicum will be administered. This exam is taken online and will include material from all modules of the program. It is required that each participant completes all 4 modules of the program, to be eligible to write the final examination and obtain certification.

### Certification

Certification is viewed as a significant value-added benefit to the program, including a “take-away” benefit for participants who complete and graduate. Certification is viewed by many as a hallmark of a “best practice” director education program today.

This certification, provided for this non-credit program, is provided by Professional Director Inc., a private director education and certification organization that attests to the certificant’s abilities for and insight into **board governance**. Certification is a great “take-away” benefit for participants who complete the **board of directors training**, and recognition of the rigour brought to the table by these highly qualified individuals.

To maintain their certification, graduates must complete a minimum of 30 hours of qualifying continuing governance education every three years.

Of course, the consistency and quality of the content and delivery of the Professional Director Certification Program® is of the utmost importance to its value and the benefit of the certification, and as such the program’s and exam’s educational and academic quality are overseen by an Oversight Committee that includes a strong academic presence.

## Who We Are

**Governance Solutions Inc. (GSI)** (formerly known as Brown Governance Inc) has been trusted for over 28 years by organizations to provide superior governance solutions. Solutions like: The Professional Director Certification Program™, BoardConnex™ the latest in smart board portals, The Board and CEO Evaluation Solutions, strategic planning and The Scorecard Solution, Director Profile, governance best practices research, and consulting. And, our Boardroom 25 is a unique collection of our top 25 governance solutions designed to match your governance needs.

Our expertise spans the globe and sectors. You can count on Governance Solutions to provide independent, affordable, superior, accessible, customizable, professional, governance solutions. You can build, organize, educate, leverage, evaluate and optimize your governance with our integrated portfolio of governance products and services. GSI delivers tools, online resources, benchmarking, knowledge, and advice based on a unique blend of experience, research, and user-friendly technology.

Governance Solutions helps organizations strengthen their governance practices. We understand your challenges and are trusted by leading organizations around the globe because our entire leadership team has deep experience. Each has walked in your shoes as CEOs and Board members and has many years of substantive dialogue with governance leaders. Your board members and senior executives responsible for governance will be empowered by our principle-based approach.

**For more information on Professional Director® contact:**

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## PROPRIETARY NOTICE

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## TOTAL DO INVESTIMENTO PARA BRASILEIROS

Clientes CELINTBRA, com desconto de 5%

$$\boxed{4 \text{ Módulos}} + \boxed{\text{Exame Prático}} = \boxed{\text{C\$ 5.880}}$$

C\$ Dólar Canadense

- Cada módulo poderá ser adquirido separadamente pelo valor de C\$ 1.420.
- O investimento no exame final é de C\$ 375

Fale conosco:

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