



Working together as OneloD

Role of the IoD branch chair



Who are IoD branch chairs?

This is an exciting time for the IoD as it enters a new chapter in its long and esteemed history. Our value proposition remains true to our core belief that Better Directors Build a Better World.

A branch is led by a branch chair, who is supported by a regional chair. The branch is made up of members, a team of IoD ambassadors and branch employees.

The branch chair works closely with all staff and volunteers in the IoD to promote the ethos of 'OneloD'.

The branch chair's primary role is to support branch teams to deliver comprehensive and consistent support for services to IoD members through connections, professional development and influence.

The branch chair represents the public face of the IoD for matters of a branch and regional nature.

The branch chair is a natural leader who has a collaborative and co-ordinating role in supporting and mentoring ambassadors, in his/her cluster of branches, to achieve branch goals through principles of good governance.

The branch chair strongly advocates good governance and responsible business practices amongst directors, underpinned by a desire to give back to the community. The regional chair supports the branch chair who acts as the voice of the local community of directors, supporting members from start-ups and scale-ups, to private and public sector enterprises and listed companies.

The branch chair plays a vital role in the development of the IoD offering to our members, ensuring everything the IoD does places the member first. The branch chair's activities have a significant influence, not just on the membership but on the stature, image and reputation of the Institute and its community.

As the branch chair you support the ambassadors and other directors in your branch region. They rely on you for thought leadership, support and guidance across the region.



Key behaviours

These are the behaviours that the IoD expects from all branch chairs. They are linked to our values and purpose along with our commitment to ongoing development through the IoD Director Competency Framework.

Exhibits strong leadership skills fostering trust and integrity.

Takes time to listen to and understand the views of others.

Champions IoD ambition regarding all elements of diversity and inclusivity.

Is highly regarded and respected by his/her/their peers and in his/her/their sector/specialism.

Is a good listener and communicator, while demonstrating strong commitment to developing directors across the region and branches.

Declares any interests and prevents any personal or business interest from conflicting with the role, and avoids using this position directly to promote personal interests.

Supports the national standards, policies, values and priorities of the IoD.

Acts in a professional, courteous manner towards members, regional chairs, staff, ambassadors and local stakeholders.

Offers friendly, constructive support and guidance to the member community.

Believes in and advocates the IoD's value proposition and member proposition.

Is a strong advocate of encouraging entrepreneurialism.

Is passionate about business, good corporate governance and professional development.

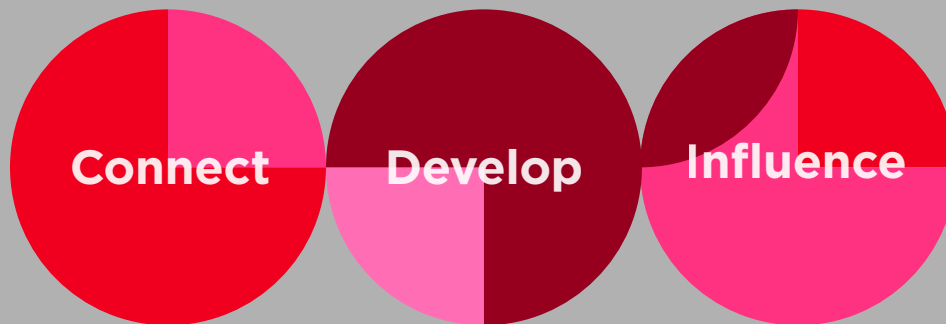


**As a branch chair you
will champion the highest
standards as set out in
the IoD Director
Competency Framework**



Role details

Develop an ongoing strategy, throughout your term, for the growth of the IoD in the branch region and thereby ensure its future success based on the IoD core themes of:



Actively support branch ambassadors in the development of their own ambassadorial communities and the achievement of their own responsibilities.

Provide support and input to the business plans, activities and budgets for the branch.

Influence and collaborate with a wide range of staff and volunteers in the IoD to promote the ethos of 'OneloD'.

Collaborate closely with the IoD Executive, IoD Council and IoD Board where necessary to further the aims of the IoD.

Attend regional committee meetings.

Attend and chair branch committee meetings.

Be the visible face of your branch and empower inclusive leadership within the branch.

Demonstrate a high commitment to good governance and professionalism.

Provide comment to the media as required in line with IoD policy.

Champion and support marketing, publicity and events to raise awareness of the IoD.

Represent and promote the interests of members in the branch.

Promote membership of the IoD to directors of organisations of all sizes in the branch.

Promote the Continual Professional Development route to chartered director.

Attend branch and regional events and promote the benefits of joining the IoD.

Support IoD members and signpost them to the service/activity/training that best suits their needs.

Positively advocate for key IoD initiatives, such as Policy Voice to increase the impact of IoD members in influencing government policy.

Facilitate and promote a cohesive ambassadorial community network, including actively supporting the IoD executive in recruiting and maintaining a diverse, well represented (in terms of skillset and inclusivity) branch network.

Role benefits

As a branch chair, there will be opportunities for you to:

Meet new people, be part of the growth of the IoD, influence the growth of our economy, become a better director and have fun along the way.

Hone your coaching and mentoring skills as you support the ambassadors to deliver on their objectives.

Grow your network and develop peer-to-peer relationships.

You will benefit from*:

- **Discounts on many IoD Professional Development courses (including some which will be complimentary);**
- **Complimentary seats at IoD events that you have planned, delivered or supported;**
- **Complimentary or discounted rates at IoD national and flagship events;**
- **Priority booking and selected discounts on IoD events;**
- **Directly engaging with and influencing IoD discussions;**
- **Open access to the IoD Governance and Policy Unit related to your specialty area;**
- **Invitations to join Special Interest Groups.**



The Institute of Directors is a non-party political organisation, founded in 1903, with approximately 20,000 members. Membership includes directors from right across the business spectrum – from media to manufacturing, professional services to the public and voluntary sectors. Members include CEOs of large corporations as well as entrepreneurial directors of start-up companies.

The IoD was granted a Royal Charter in 1906, instructing it to “represent the interests of members and of the business community to government and in the public arena, and to encourage and foster a climate favourable to entrepreneurial activity and wealth creation.”

The Charter also tasks the Institute with promoting “for the public benefit high levels of skill, knowledge, professional competence and integrity on the part of directors”, which the IoD seeks to achieve through its training courses and publications on corporate governance.

