

A CASE STUDY WITH:



**"LEVELING THE PLAYING
FIELD FOR BLIND,
PARTIALLY SIGHTED
AND DEAFBLIND
CANADIANS"**

PREPARED BY:
THE LEADERSHIP AGENCY

ABOUT US, THE LEADERSHIP AGENCY

The Leadership Agency is North America's Executive & Board Recruitment Partner of Choice for Purpose-Driven Tech Startups and Non-Profit Organizations! With a mission to help build the most impressive companies of our generation, The Leadership Agency helps startups and non-profits find and hire the best-in-class talent. As industry disruptors with over 15 years of experience and award-winning services,

The Leadership Agency has truly become the one-stop-shop for Executive & Board Recruitment. The Leadership Agency reaches all lines of business, including C-level, sales, leadership, tech, finance, marketing, board, and more.

VISIT: WWW.LEADERSHIPAGENCY.COM FOR MORE INFORMATION.

CHECK US OUT ON:

LINKED IN: [/THELEADERSHIPAGENCY](https://www.linkedin.com/company/theleadershipagency)
INSTAGRAM: [@THELEADERSHIPAGENCY](https://www.instagram.com/theleadershipagency)
TWITTER: [@WEHEARTSTARTUPS](https://twitter.com/weheartstartups)



OUR STATISTICS

Numbers tell us a lot about a search. They not only provide us with real-time data but also insights into the talent market.

412

- 412 candidates in the total pipeline

62%

- 62% of candidates presented have a personal connection to the mission

166

- 166 candidates were interviewed

53%

- Diversity in pipeline: 53% of candidates presented

95

- 95 candidates were presented

15

- 15 Board Members placed across Canada



MORE ABOUT CNIB, VLRC, DBCS

Founded in 1918, the **Canadian National Institute for the Blind** ("CNIB") is one of Canada's oldest and most trusted non-profits. Comprising a national organization and supported regionally by Strategic Leadership Councils, CNIB is home to talented volunteers and employees who work in communities across Canada to change what it means to be blind. Through their "Stronger Together" partnership, CNIB is proud to work cooperatively with its related organizations, **Vision Loss Rehabilitation Canada** ("VLRC") and **CNIB Deafblind Community Services** ("DBCS") as they band together to level the playing field for Canadians who are blind, partially sighted, and Deafblind.

MISSION & PURPOSE

With new strategic directions, plans and growth ambitions, each organization is seeking a diverse range of outstanding business and community leaders for multiple 2023 Board appointments. Collectively, CNIB, VLRC and DBCS are seeking inspired volunteer Board Directors who are passionate advocates, ambassadors, fundraisers and friendraisers who generate breakthrough thinking, take calculated risks, and are willing to connect these organizations to their networks to meaningfully change what it means to be blind in Canada.

HOW WE HELPED CNIB | DBCS | VLRC.

With new strategic directions, plans and growth ambitions, each organization was seeking Board Directors who are passionate advocates, ambassadors, fundraisers and friendraisers who generate breakthrough thinking, take calculated risks, and are willing to connect these organizations to their networks to meaningfully change what it means to be blind in Canada.

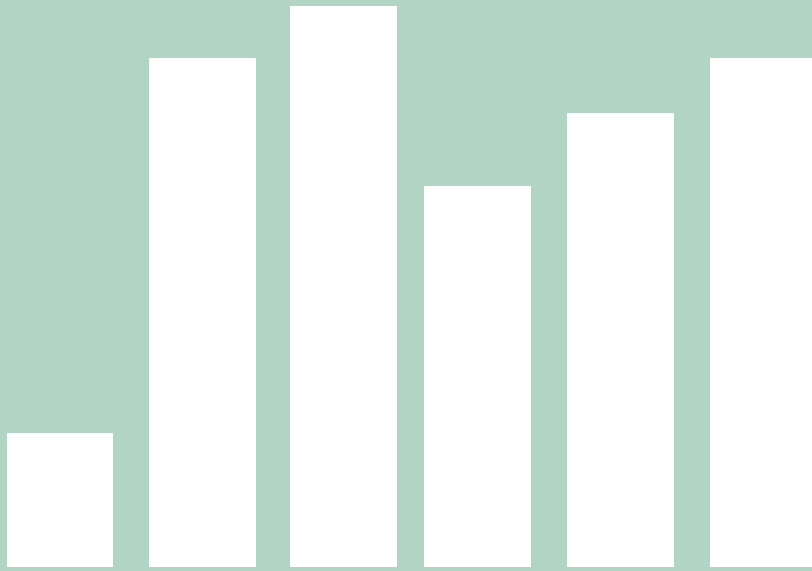
DISCOVERY WITH THE CNIB | DBCS | VLRC TEAM.

THE SEARCH:

The Board of Directors is made up of some of Canada's brightest minds and most successful industry leaders across the country. Board Directors develop strategic partnerships, raise awareness, and drive significant fundraising on behalf of CNIB.

THE PROCESS:

- TLA team met with CNIB's ELT to understand the criteria of the Board of Directors
- The search project was launched within 1 hour of approval from CNIB
- TLA worked with CNIB's marketing team to deploy the best communication strategy both online, offline and OOH
- TLA met with CNIB's ELT bi-weekly and provided Project Update Documents with full transparency + visibility into the search
- TLA went onsite to see CNIB's HQs and work on a short list of candidates to provide to the Selection Committee



THE RESULTS

Within an hour of approval from CNIB, The Leadership Agency launched the board member search.

- The Leadership Agency team held detailed conversations with 2 CEOs, CNIB's ELT and the Selection Committee of CNIB to thoroughly discuss who would be a great fit for CNIB's brand and team
- 15+ open Board Seats across the 3 organizations, and all were filled.

TOTAL BOARD MEMBERS PLACED

