



Case Study



Hiring Board Members for CNIB, VLRC, DBCS

Creating **equal opportunities** for blind, partially sighted, and deafblind Canadians

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.

The Leadership Agency recruits for the most impressive companies of our generation. Our mission is to help high-growth companies make their best hires. We are a women-led company and believe in diversity, inclusion & belonging - diverse teams are strong teams.

We do it differently.

We're not just recruiters—we're your partners in building the teams of tomorrow.

Where to find us:



/theleadershipagency



@theleadershipagency



leadershipagency.com

3000+

placements

300+

clients

50%

women and/or BIPOC placements

30%

clients Seed-C

Search 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.

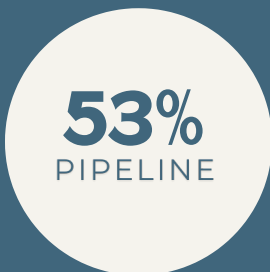
Pipeline



Candidates



Diversity



Placements



Founded in 1918, the Canadian National Institute for the Blind (“CNIB”) is one of Canada’s oldest and most trusted nonprofits. 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.

How we helped CNIB

CNIB offers a range of programs and services aimed at improving accessibility, promoting independence, and enhancing the quality of life for individuals with vision loss. From rehabilitation services to technology training and advocacy, CNIB works to break down barriers and create equal opportunities

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The Leadership Agency demonstrated the ability to identify and attract top-tier talent that aligns perfectly with our organizational goals. Their dedication to our cause was palpable in every interaction and decision they made on our behalf.



Angela Bonfanti
President & CEO



1

Discovery with the CNIB Executive team

2

Meeting to understand the criteria of the exclusive search

3

Search project launched within 1 hour of approval

4

Weekly sync meetings with CNIB's ELT. Data, full transparency and visibility into the search provided

5

15 Board Members hired

The Challenge

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.



The Solution

The team at CNIB engaged The Leadership Agency to launch a national Board Member project. We were seeking Board Members and Strategic Leadership Council to join the CNIB Foundation. . The Leadership Agency's first step in its unique sourcing process began with a debrief call with CNIB to fully understand their requirements and gain in-depth knowledge of the company, the culture, and the mission. In just 30 business days, The Leadership Agency presented the first round of short-listed candidates to the CNIB Board and ELT.

Our Process

Everything starts with a discovery.

Discovery with ELT

The TLA team met with CNIB's Executive Leadership Team to understand the criteria for the Board of Directors. Each Board had unique dynamics and expertise that The Leadership Agency needed to align with to effectively shortlist candidates.

Board Model Makeup

To effectively align with a business's goals and attract the best candidates for the role, it's essential to understand the current Boards of CNIB, VLRC, and DBCS. This includes knowing their unique dynamics, challenges, and strategic objectives, as well as how they are governed and the specific skill sets each Board is seeking to add.

Setting Timelines

The Leadership Agency established clear and ambitious timelines upfront, ensuring the Selection Committee knew what results to expect and when. It was crucial that all candidates be available for the AGM.

The Result

Within an hour of its initial consultation, The Leadership Agency launched the search. Key deliverables included...

- Search launched in an hour
- 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.

The End!



Ready to see where we can take you?