

Point Road Group

# BOARD DIRECTOR BRANDING GUIDE

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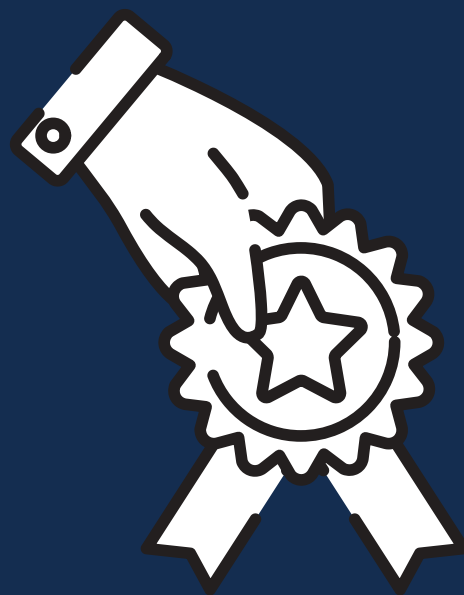
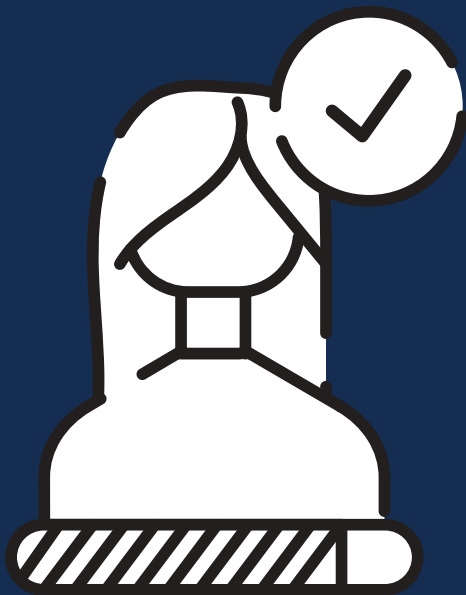
BOARD DIRECTOR  
ONBOARDING

ABOUT

# The board search process, and how you brand and position yourself, is different than how you do so for a job search.

## What's Key?

To stand out and show that you're a strong board candidate, it's critical that your personal brand sends the right message and creates the right impression.



You must be able to articulate **why you want to serve** on a board and **what value you bring** to the boardroom.

Focus on things relating to corporate strategy, performance, creating shareholder value and governance.

## Highlight expertise in board-relevant areas like:

- M&A
- Digital transformation
- Risk management
- Cybersecurity
- Succession planning
- IPOs

Communicate your deep industry knowledge, functional expertise and collaborative skills, while conveying executive presence.



**\*\*\*Relying on the fact that you're a successful executive and leader is not enough.\*\*\***

# Do Your Homework

While there are similarities, not all boards are the same. Understand the differences between public and private company boards, as well as advisory and nonprofit boards. Knowing their distinct purpose and how they function is critical for determining what's most realistic for you. From there, you can develop a targeted list of companies and people to network with when positioning yourself as a candidate.

There are many other factors to consider for your search as well, like:

- Time commitment (meeting frequency, duration & location, committee participation & other requirements)
- Compensation
- Company ownership (private equity, family-owned, ESOP etc.)
- Company mission, vision and values
- Current board directors and executive leadership



C H A P T E R

# 01

## UNDERSTANDING THE BOARD SEARCH

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# UNDERSTANDING THE BOARD SEARCH

**There are a variety of paths to the boardroom.** You might learn about an opportunity from a board member, company executive or colleague, see a posting on a website or email -- or be contacted by someone in board/executive search.

When targeting your search, keep in mind that the nature of a board and its needs and expectations will vary based on many factors, such as company ownership, industry and size, current board makeup and where the company is headed.

Recruitment processes vary, but some factors are constant. Optimize your board search -- and understand what Nominating & Governance Committees, Executive Search Professionals, Business Owners and others look for -- so you stand out as a strong candidate for the opportunities that best align with your interests, expertise and background.

## Resources:

- [Why Joining A Board Is Great For Your Career](#)
- [How To Be A Better Candidate For A Board Position](#)
- [Board Candidate Strategy](#) (Interview)

C H A P T E R

02

**BOARD DIRECTOR  
BRANDING BASICS**

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# BOARD DIRECTOR BRANDING BASICS

**How others perceive you is influenced by your personal brand.** This includes what you say and how you interact during conversations, meetings and interviews, LinkedIn presence, email habits, executive presence and more. The impressions people have of you impact opportunities -- including introductions, invitations and information sent your way.

Be sure to strengthen key aspects of your personal brand for the boardroom.

## Resources:

- [Why A Strong Personal Brand Is Important When Seeking A Board Seat](#)
- [Highlighting Board Experience In Your Personal Brand](#)
- [How To Write A Better Professional Bio](#)
- [Top Tips On Successful Personal Branding](#) (Podcast)
- [First Impressions: How Style Shapes Your Personal Brand](#)

# MISTAKES TO AVOID ON YOUR BOARD RESUME

## SUMMARY

Mistake #1:

Excluding that you're a board director in your summary



## BOARD EXPERIENCE

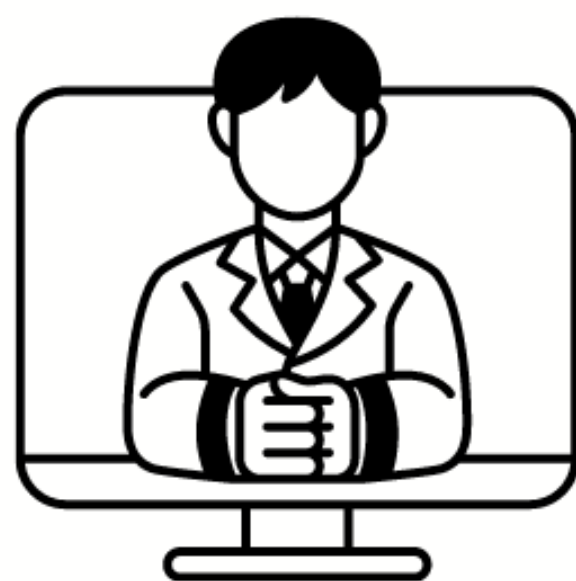
Mistake #2:

Putting the board experience section at the bottom of your resume

## BOARD-RELEVANT EXPERTISE

Mistake #3:

Skipping board-relevant expertise under Work Experience (cybersecurity, M&A, scaling operations, IPOs)



## OTHER BOARD EXPERIENCE

Mistake #4:

Excluding past nonprofit and advisory board experience

## CERTIFICATIONS

Mistake #5:

Omitting board certifications and coursework



C H A P T E R

03

**OPTIMIZING LINKEDIN**

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# OPTIMIZING LINKEDIN

**A board-optimized LinkedIn profile improves credibility as a prospective candidate, increases visibility and drives opportunities.** When you connect and communicate with those who interact with or serve on boards, as well as when you engage with content, it improves your reach and influence even more.

Explore how to get your LinkedIn profile in great shape and then level up your presence through strategic content engagement.

## Resources:

- [7 Tips For A Board-Ready LinkedIn Profile](#)
- [Do You Need To Update Your LinkedIn Headshot?](#)
- [7 Tips To Get Better Noticed When You Engage On LinkedIn](#)
- [Up Your LinkedIn Game: The Rundown On Content Timing, Comments & Tagging](#)

# MISTAKES TO AVOID ON YOUR LINKEDIN PROFILE

## HEADLINE

Mistake #1:

Omitting that you’re a board director and/or have critical board-relevant areas of expertise



## ABOUT

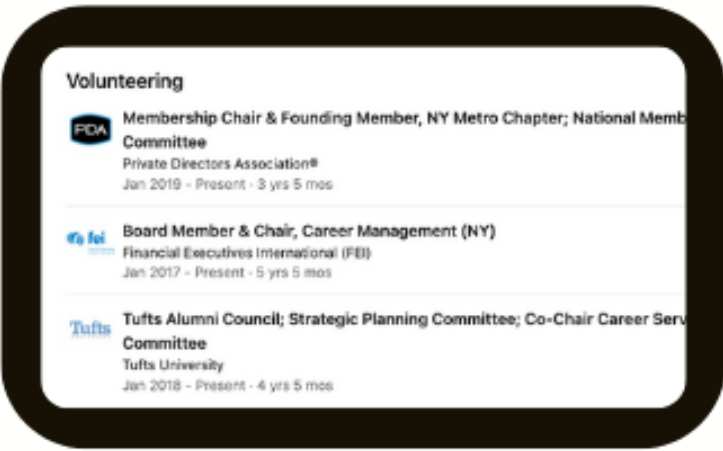
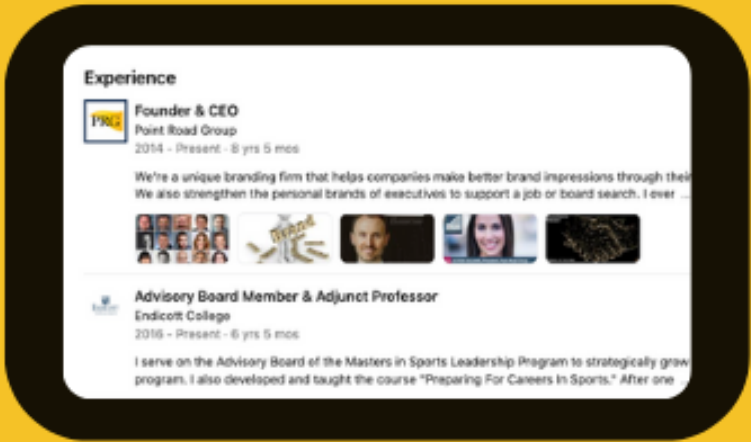
Mistake #2:

Failing to mention board experience and interest, deep industry or functional expertise and board-relevant experience

## EXPERIENCE

Mistake #3:

Leaving out that you are/were a committee member or chair when listing board history



## VOLUNTEERING

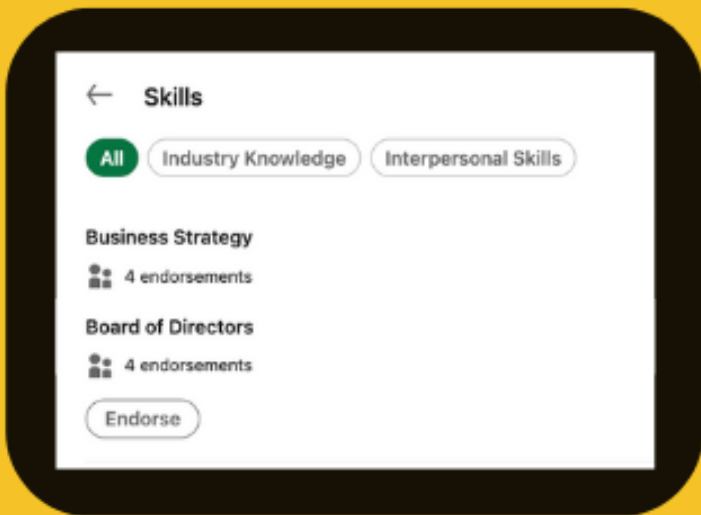
Mistake #4:

Excluding current or past non-profit board experience

## SKILLS

Mistake #5:

Skipping board-relevant skills (Risk Management, Governance, Cybersecurity, M&A, Business Strategy, IPO)



C H A P T E R

# 04

## SHARPENING EXECUTIVE PRESENCE

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# SHARPENING EXECUTIVE PRESENCE

**Your executive presence** -- the unique combination of personality and character traits -- influences relationships with colleagues and others in your network who may be important connections to support your board search.

Traits like your ability to deliver what you promise, manage cultural nuances, handle/solve problems, exude poise under pressure, show empathy and much more can impact your consideration as a board candidate.

Don't overlook these critical soft skills.

## **Resources:**

- **[How To Be A Better Leader With Executive Presence](#)**
- **[How To Strengthen Executive Presence When Working Remotely](#)**
- **[5-Question Executive Presence Check-Up](#)**

C H A P T E R

# 05

## **STRENGTHENING VIRTUAL COMMUNICATIONS**

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# STRENGTHENING VIRTUAL COMMUNICATIONS

**Excellent communication skills, including what you say, how you say it -- and how you listen -- are critical for board directors.**

How well you connect with others begins with how you introduce yourself. Make an impact with an informative, warm and clear introduction that sets the right tone with people who can help with your board search.

Also keep in mind that board and committee meetings are no longer limited to only being in-person at a conference table. As a candidate and director, you must be just as adept at communicating in virtual and hybrid settings.

## **Resources:**

- **[Make Strong Impressions When You Introduce Yourself Virtually](#)**
- **[Active Listening: The Most Important Skill For Video Meetings](#)**
- **[Devil's In The Details: Improving Virtual Presentation Skills](#)**
- **[5 Tips To Lead Hybrid Meetings Effectively](#)**

# C H A P T E R

# 06

## ENHANCING BOARD CANDIDACY

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# ENHANCING BOARD CANDIDACY

**Board certifications and training programs can be helpful for new and experienced directors alike.** They're helpful for sharpening overall skills and in key specialty areas like governance, risk, cybersecurity and succession planning.

Similarly, nonprofit and advisory board service is a great opportunity to learn governance and gain board skills firsthand -- not to mention, network with others who are well-established in and well-connected to the for-profit board space.

## Resources:

- [\*\*How Board Certifications & Nonprofit/Advisory Board Service Strengthen Candidacy\*\*](#)
- [\*\*Serving On Nonprofit Boards\*\*](#)
- [\*\*Get On \(The Nonprofit\) Board\*\*](#) (Podcast)

# C H A P T E R

# 07

## BOARD DIRECTOR ONBOARDING

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# BOARD DIRECTOR ONBOARDING

**You accept a board seat -- congratulations!** Welcome processes vary when joining a board, but should:

- Cover introductions to fellow directors, management team, and critical contacts;
- Provide an overview of processes, procedures and roles;
- Review best practices for preparing for and participating in meetings;
- Provide committees details and members;
- Include all board and committee meeting dates and locations (if in person) and other critical dates to be aware of.

Done well, new director onboarding ensures members get up to speed more quickly and are set up for success.

## Resources:

- **New Director Onboarding** (Interview)
- **LinkedIn Optimization For Board Directors – Don't Skip This Critical Training!**

# ABOUT



Point Road Group's **Executive Branding Practice** supports first-time and experienced directors of public and private companies as well as nonprofits and advisory boards.

The practice is led by our Founder and CEO, **Alyssa Gelbard**, an expert in executive branding and frequent speaker on communicating your value and brand for a board search.



We created this **Board Director Branding Guide** as a resource for those looking to optimize how they position and brand themselves for a board search.

**Contact us** to learn how we can support your board search.

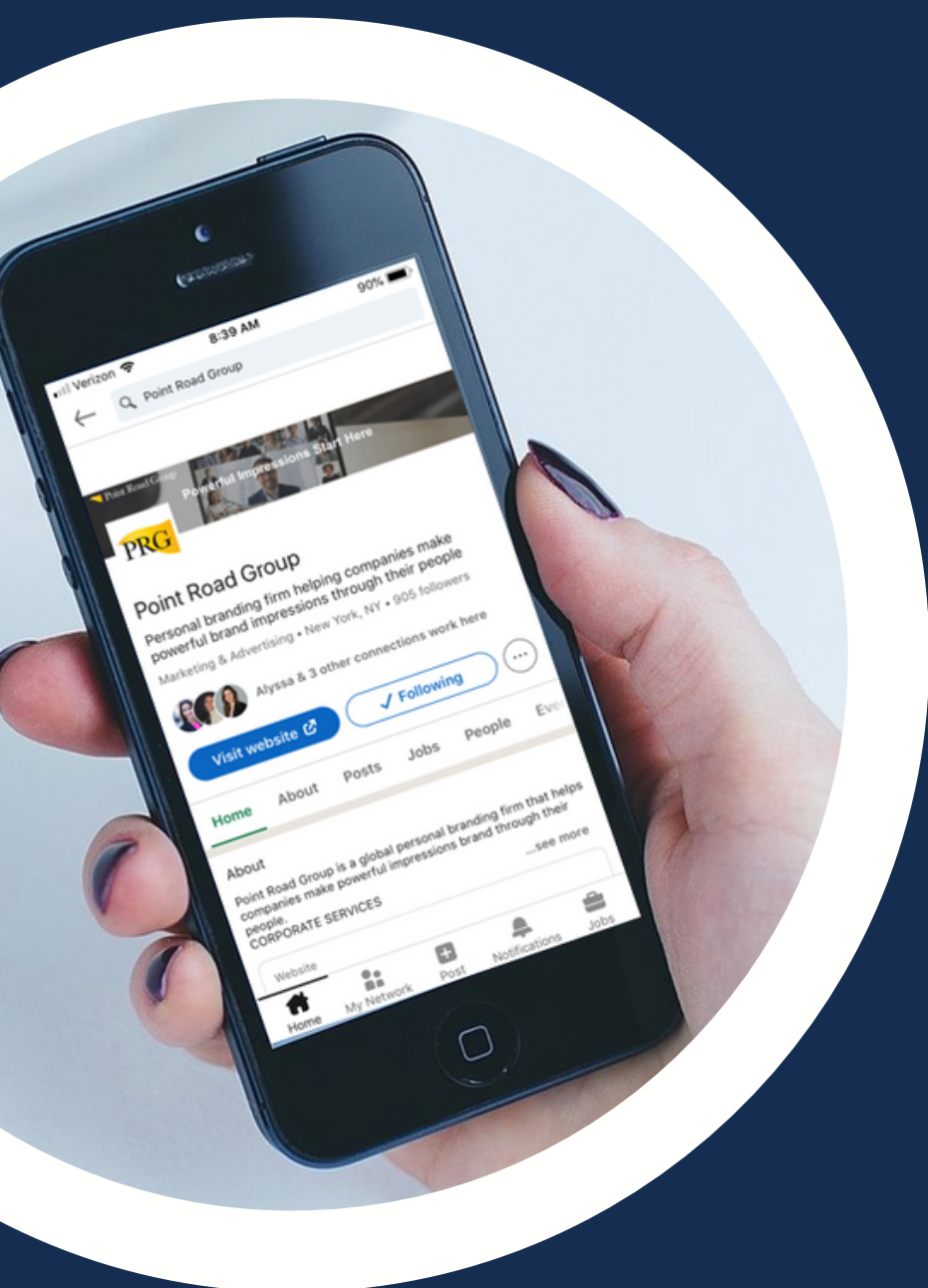




# Get your executive brand board-ready.

Point Road Group will:

- Help clarify your board value
- Create your board resume & bio
- Write LinkedIn profile content & optimize your profile
- Ensure you introduce yourself & tell your story with impact
- Provide strategic coaching on board-focused networking, LinkedIn content engagement & more!



## CONTACT US



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