



# **BOARDROOM FUNDAMENTALS 401**

## **MODULE 3: RAISING YOUR PROFILE TO GET ON A BOARD**

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# Raising Your Profile to get on a Board



**“If you lead with yourself,  
you will leave with yourself”**

--Larry Kaufman

Author of The NCG Factor

# The Networking Connecting Giving (NCG) Factor Defined and Applied



**Before NCG:** Networking is the action or process of interacting with others to exchange information and develop professional or social contacts.

**After NCG:** NETWORKING is the action or process of initiating a relationship to CONNECT them with your circle of influence, ask questions and really listen to find out what they need and GIVE back to them. Be the first giver.

# The NCG Factor Defined and Applied

**5 Powerful Words**

HOW CAN I HELP YOU?



# The NCG Factor Action List

Self Reflection – Listen – Give & Connect

Build and Define your Inner and Outer Circles

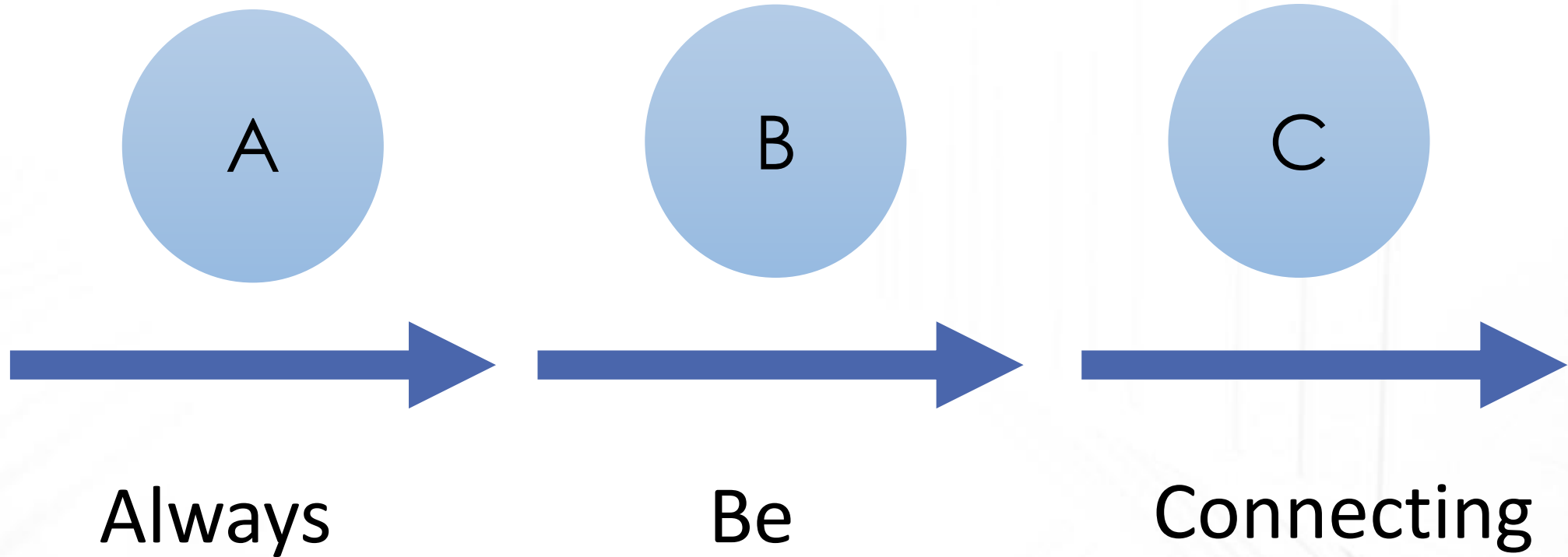
Set a goal to help others – Embrace NCG

Create your Introduction – in the 3<sup>rd</sup> person

Pay it Forward / Share NCG with Others



# LinkedIn for Networking



# Practical LinkedIn Recommendations

## Photo

- Include a current, professional photo displayed on your profile
- 1584 x 396 is the recommended pixel dimensions

## Headline

- Describe your role: Sales Guru, Visionary, Philanthropist, etc. Title can be embellished with key words describing who you are and words that are searchable
- Make sure you have an industry selected that would apply to your current role/company



# Practical LinkedIn Recommendations

## Contact and Personal Information

- Add your website, phone number, Twitter information, company address and email address
- This can be visible to you, everyone, or only visible to your 1<sup>st</sup> or 2<sup>nd</sup> Degree Network
- Go to the Me Icon, click on the drop-down arrow and click on Settings and Privacy. Click on Visibility of your profile on the left and click on the who can see or download your email address. Make your selection

## Profile URL / Public Profile Settings

- Click Contact info in blue in your headline box and click on pencil icon to edit
- This is the link you will send to your network
- You can customize the URL address and change your public profile settings, so you can be found on the internet



# Practical LinkedIn Recommendations

## About

- This is where you can share more about you, what you are passionate about and interesting facts about you
- Mention your company and share your expertise beyond your current employer – for instance you have corporate governance expertise
- You can also upload articles, videos and presentations in this selection

## Experience

- Incorporate your work history in chronological order aligned with your resume work history
- Highlight key accomplishments or responsibilities that will be searchable and relevant



# Practical LinkedIn Recommendations

## Skills and Endorsements

- These skills are searchable and help prospective boards, clients and employers understand your skills and expertise
- Endorsements are helpful, but most important is highlighting your skills that help others find your profile

## Publications

- Include any books or articles that would be noteworthy to share on your profile

## Volunteer Experience

- Include any causes you support to show another side to you beyond your professional experience

# END OF MODULE 3



CORPORATE BOARDS USA