



BOARDROOM FUNDAMENTALS 401 MODULE 4: HOW TO DIFFERENTIATE YOURSELF FOR BOARD SERVICE

Prepared by Linda Iannone

How to Differentiate Yourself for Board Service

Now that you have prepared, educated yourself and begun to network, how do you differentiate yourself from other candidates for board service?



How to Differentiate Yourself for Board Service



Focus on your unique skill set, professional experience, and value proposition in every phase of the board search process. This includes:

- Emphasizing your domain expertise
- Demonstrating leadership traits
- Explaining how your experience will help the company succeed, rather than the opportunity board service will afford you.
- For example, talk about your experience with:
 - International Work
 - Mergers & Acquisitions
 - Capital Raises
 - Bankruptcy
 - Restructuring
 - Activist Investors

How to Differentiate Yourself for Board Service

Good communication skills are key in the search process and in the boardroom. Throughout the process, present yourself through:

- Strong examples that showcase your board readiness
 - For example: Non-profit board experience, board certification and board readiness programs
- Stories that engage and show your personality
 - Interesting facts, causes you support, etc.
- Consistent and articulate positioning around the value you bring to the board
 - For example, international expertise, cybersecurity, ESG, digital transformation

How to Differentiate Yourself for Board Service

Since boards are decision-making bodies, it is important to demonstrate that you can be decisive

- Give some examples

At the same time, boards function through teamwork and consensus. Show that you can listen and are open to diverse viewpoints

- Give some examples



How to Differentiate Yourself for Board Service



All boards face crisis at some point during the corporate lifecycle. Differentiate yourself by demonstrating that you have successfully navigated through high profile corporate crises and other difficult situations.

How to Differentiate Yourself for Board Service

In the end, fit will determine your selection to a board. Soft skills will often win the day:

- Character
- Judgement
- Collegiality
- Confidence
- Commitment
- Enthusiasm
- Passion



END OF MODULE 4



CORPORATE BOARDS USA