

What does a Board seek from a NED CV?

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For many years, I was a marketing manager for the EMEA arm of an executive search firm and one of my many roles was creating standard website bios for all new consultants and partners. I must have read over 200 CVs and their quality varied immensely, which allowed me to know a good CV from a bad one!

But it was not just internal partners but candidates sending in their CV for Board roles that came across my desk. I instinctively knew the ones that would be considered and those that would be dismissed. And, in more recent years, in my role as Brand & Website Content Development Consultant for Board and Corporate Government Consultancies, I now review, discuss and rewrite NED CVs.

When you are applying for a Board-level role you really need to consider a number of factors while creating your NED CV!

Due Diligence

It's important that you learn as much about the company and its Board as possible. What is the existing Board dynamic? Is the company facing a new stage or challenge that requires specific expertise?

Unique Contribution

Assess what skills you believe are missing. What do you have that may fill a particular need – M&A, overseas expansion, new sectors, new product development? Qualify and quantify what you offer. Be specific.

The NED CV

You will need to be more thoughtful in your Board campaign vs a traditional executive one. It must be clear that you have an understanding of what your Board-level experience or offering can add to the Board.

A few points to consider:

1. Share your soft skill experiences
 - a. leadership capabilities
 - b. strategic qualities

- c. analytical strengths
 - d. communication abilities
- 2. List your current and previous Board-level roles
 - a. describe the company
 - b. provide their turnover and employee size
 - c. state any particular issue or problem they were facing
 - d. explain your role or input
- 3. Complete the remainder of your executive career history
 - a. highlight management achievements in each executive role
 - b. disclose any relevant industry and functional responsibilities

In Conclusion

When preparing your CV the more relevant it is to the Board, the more likely it will be shortlisted. However, the CV is only an initial entry; your demonstration of knowledge, expertise and future contributions should allow you to articulate what you will bring to the Board. As they say, the rest is up to you!

Patsy Buchanan is a brand and website content development consultant, who creates strategic brand direction and website content for new consultancies working out of the city of London.

For more information or help in creating or revamping your CV contact:
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