

How to Become an Exceptional Board Director Candidate

*A roadmap to develop your board value proposition,
your brand, and target board opportunities*



A personal message

I want your board career to succeed. Whatever success means for you, I hope you attain and surpass it. Why? The world needs more quality directors. You have values, insights and experiences that can help companies and fellow directors, myself included.

This guide is designed to help aspiring board members navigate the selection process and maximize success as corporate directors. You'll prepare to:

- Identify the personal qualities and characteristics needed in the boardroom
- Approach board selection strategically
- Match your skills and talents to a board's specific needs
- Raise your profile and advance your candidacy

The board-readiness worksheets included in this guide can help you walk through the process of getting ready for board service. These worksheets will help you crystallize what you bring to boards and what boards may be interested in your skills.

Remember that just like looking for a job, getting ready for a board position takes time and hard work.

I can't wait for you to get started. If you go through this guide and end up landing a board seat, tell me! I would love to see how you are doing and follow your journey.

Let's get started!

Alexander

Alexander Lowry

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What areas of expertise would a board value?

Why?
What have you accomplished using this expertise?
List three to five Provide metrics to show your success

E.g. Growth, strategy and leadership	Led rapid growth strategy for COMPANY XYZ—doubling company’s revenue from \$1.45 to \$3B in two years while increasing FTE by only 15 percent and increasing profit margin by 30 percent

What are your personal board goals?

Why do you want to be on a board?

List five top reasons

E.g. Improve my network, give back, financial rewards, board service career after “retirement”

Why or other comments

Personal “wish list” for your board service

List five most important

E.g. High regard for management, strong ethics culture and board dynamics are positive

Why or other comments

What’s your passion?

List two to five

E.g. Interior design, AI, data security

Why or other comments

Target industries and companies

Industries and sectors of most interest to you

Pick three to five

E.g. B2B security software, hardware and professional services

Why or other comments

Specific companies that could address your value and passion

Pick three to five

E.g. Interior design—helping monetize their services through AI, big data and developing partnerships

Why or other comments

What company strategic goals and/or life cycle best fit your expertise and goals?

	Yes	No	Why?
Rapid growth (organic)			
Growth by acquisition			
Digital transformation			
Disruptor/innovator			
Global expansion			
Distressed/turnaround			
Digital leader			
Other:			

What business models best fit your expertise and goals?

List three to five

E.g. B2B, SaaS, retail

Why?

What thought leadership topics can best increase your visibility as an expert to board influencers?

Why?

How and where can you build your reputation for these topics?

List three

What type and size company best fit your expertise and goals?

	Yes	No	Why?
Nonprofit board			
Advisory board			
Private—small to mid established, includes family			
Private—large established, includes family			
Private—early stage start up			
Private—VC/PE backed (series B-D)			
Private—late stage/pre-IPO			
Public—micro/small cap			
Public—mid cap			
Public—large			
International private (note countries)			
International public (note countries)			
Specialty—i.e. mutual fund, REIT			
Other			

Value proposition/board elevator pitch

Example:

I am a C-level financial services and fintech executive who leads strategic transformation and growth through rapid technology, regulatory and market changes.

Companies in transition, working to scale for growth and/or pre or post-IPO would benefit from my financial expertise and my relationships with the investment community.

Your draft

Congratulations!

By completing this roadmap, you've successfully developed a short statement that sums up your value proposition and target industries, company types and/or boards.

You've just finished reading

So, now what?

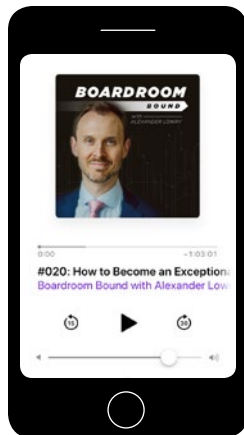
I'm not going to leave you high and dry! Whether you are at the beginning of your journey toward board membership or ready to jump in and get started on your first board seat, rest assured there is plenty of help available in creating your plan of action and supporting the steps along your journey.

One thing to consider is subscribing to my podcast: *Boardroom Bound* with Alexander Lowry.

The show is consistently ranked the #1 podcast in boardroom topics on iTunes, and each episode is dedicated to providing the tips, tactics and strategies to help aspiring and existing board members bring their best selves to the boardroom. This podcast will help you think about who you are and how you operate so that you can build a successful career in board leadership.

The show features experts in board search strategy, board preparation, branding, and onboarding including Russell Reynolds, Peter Gleason, Cheryl Bachelder, Mike Kim and Paul DeNicola.

Here are just a few episodes to check out:



[“How to Become an Exceptional Board Director Candidate”](#)

[“What is the Best Way to Land a Board Seat?”](#)

[“How to Land a Board Seat and Be a Great Director”](#)

[“How To Market Yourself Like No One Else Can”](#)

[“How To Be The Tallest Duck in the Pond”](#)

[“How to Drive Superior Results by Serving Others”](#)

Subscribe to the *Boardroom Bound* podcast on iTunes

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