

Board Search Event

David Schwarz, CEO & Founder
Board Appointments Group





DAVID SCHWARZ

CEO Board Appointments

- Top 10 LinkedIn user with 35,000+ Non-Executive LinkedIn connections
- International Author: "The Definitive Guide to Gaining a Non-Executive Directorship" (3rd Edition)
- Specialist Presenter at 100+ events
- Assisted hundreds of individuals in getting appointed to boards
- **"The leading board appointment expert"**



THE GOOD NEWS

50%

Of UK Companies Recruit New Board Members Annually

53.1

Is the average age of first-time non-executives

82%

Of boards appointed a new director this year

1/2

Of new non-executives are women, a new record

THE BAD NEWS

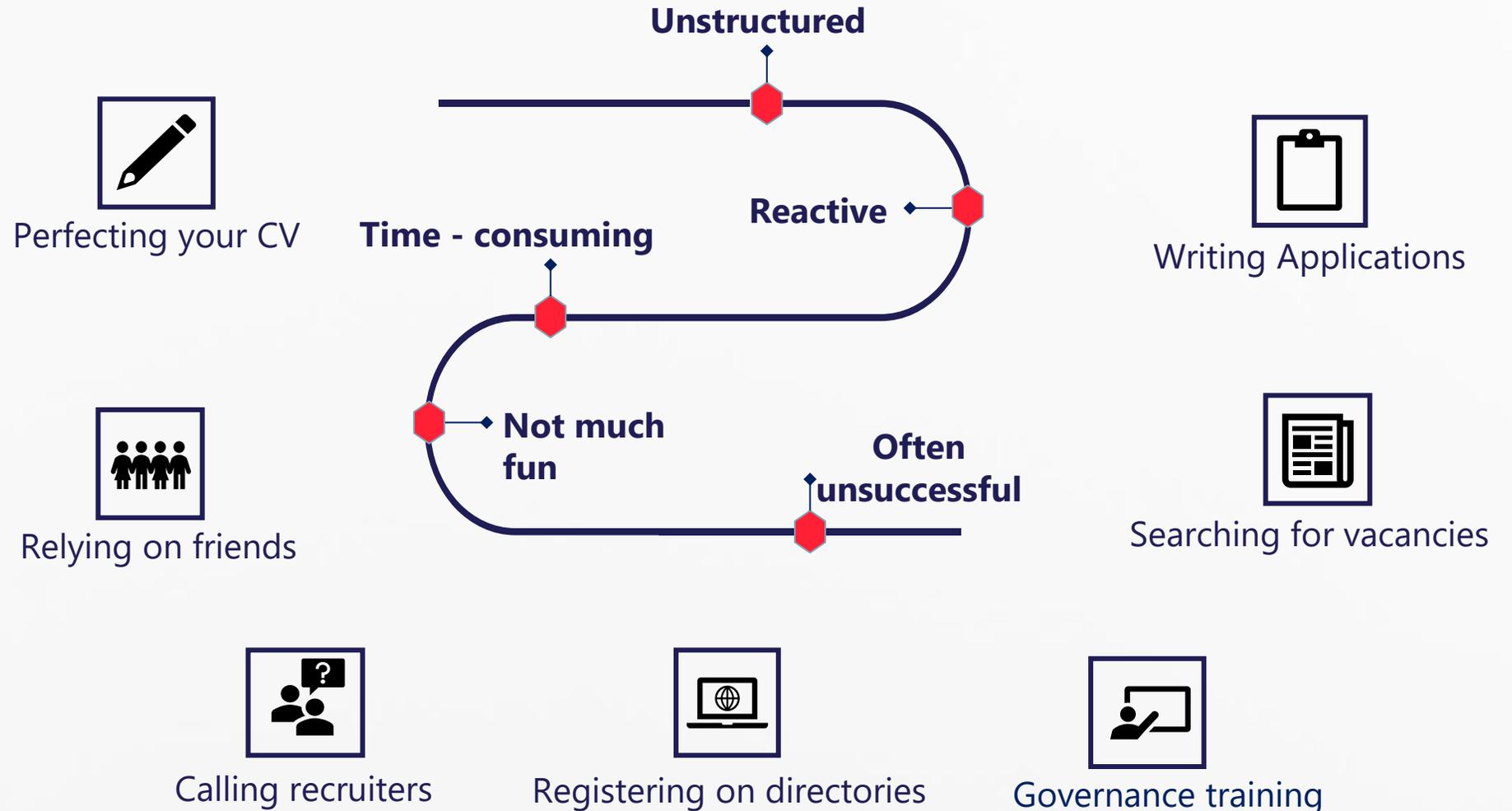
It is a **highly competitive environment.**

There will always be more competitors than opportunities, and you will be competing against highly experienced Directors for even minor roles.

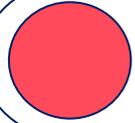
But you knew that already.



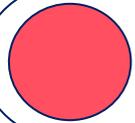
THE SEVEN TRADITIONAL ROUTES TO A BOARD APPOINTMENT



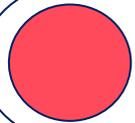
THERE IS A BETTER WAY!



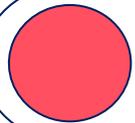
Find board opportunities others can't



Find board opportunities better suited to your skills and experience



Get appointed more often



Get a greater return on the investment of your valuable time

THE MOST VALUABLE THING YOU CAN DO?

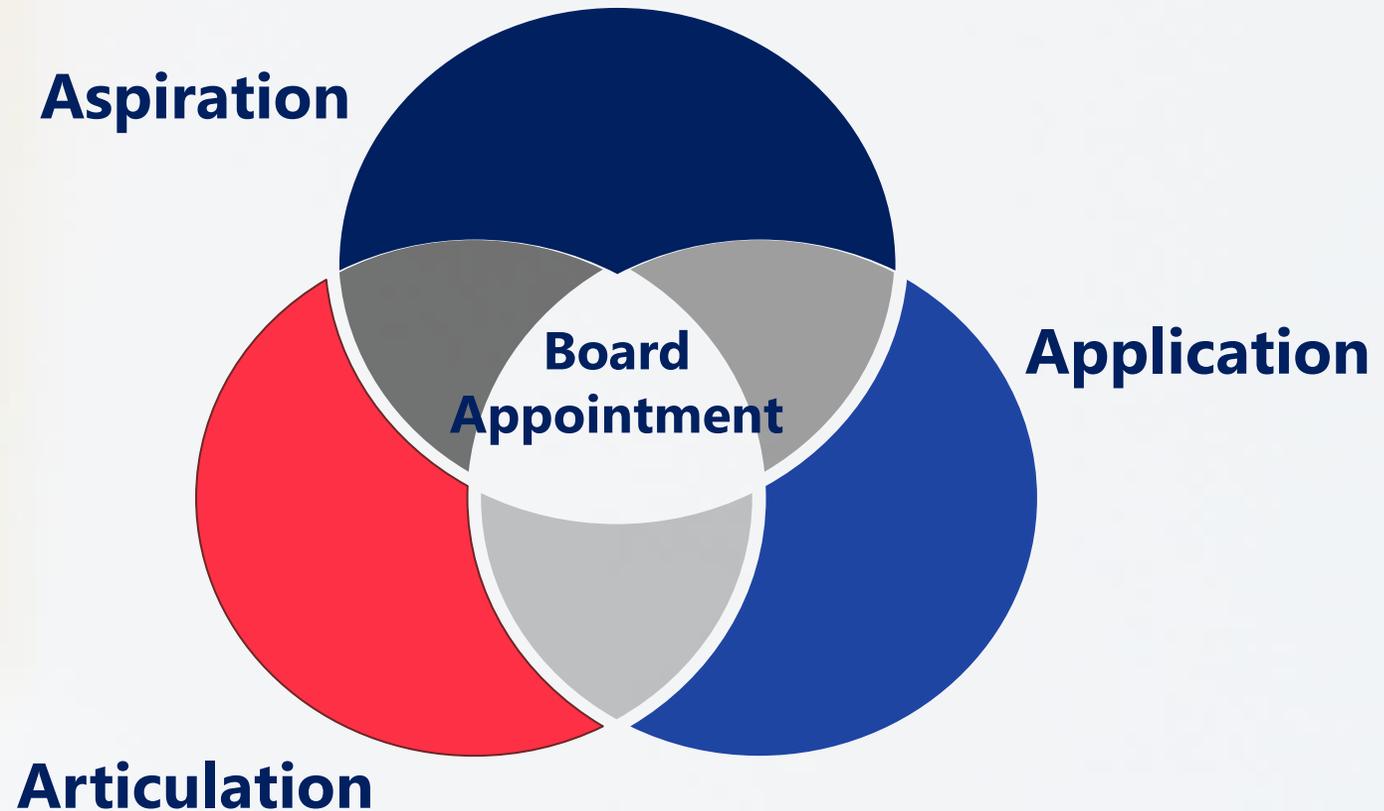
Tell people you meet and know you are looking for a **board appointment**.



HOW DO YOU DEVELOP A BOARD CAREER?

Gaining a board appointment is not a journey, it is **a process**.

A process that has **three core pillars**.



THE FIRST PILLAR

The first question you will be asked:
What board would you like to be appointed to?

Aspiration

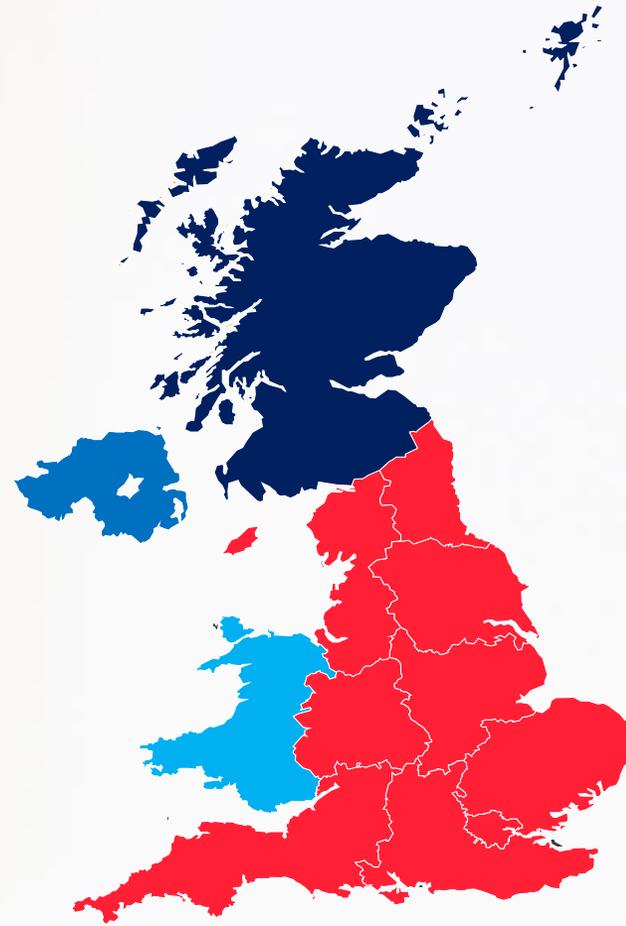
The answer must state specifically
the names of your **target companies**.

WHAT BOARDS EXIST and where could you find them?

You can find board opportunities in **Government, not-for-profits, for Purpose organisations,** and **commercial companies.**

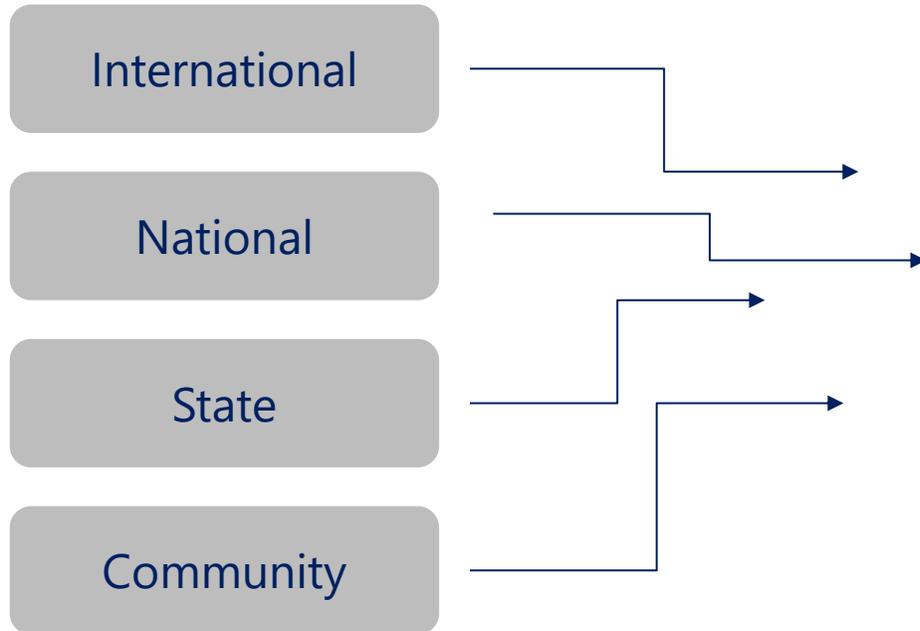


GOVERNMENT BOARDS AND COMMITTEES



Note: Click to view the government boards and committees for each region of the UK.

NOT FOR PROFITS



In England and Wales there are over **185,000** registered charities, with this number growing by around **5,000** a year.

1/2 of them have boards.



COMMERCIAL ORGANISATIONS

Types of commercial organisations and their boards

Public company: Strategy, Risk and Governance

Private business: often relationship-focused

Family-owned: political nouse is key

Start-ups: sexy and in high-demand

Investment/Equity Boards



QUESTIONS TO ASK YOURSELF

01 How much do you need to get paid?

05 What are you passionate about?

02 Who is going to value your skills and experience?

06 Who will value your industry experience and related connections?

03 What organisations are unlikely to value your skills and experience?

07 How much preparation are you willing to do?

04 Where do you live?

08 How competitive are you?

Balance your **aspirations** against the **reality** of your appointment.



WHICH ORGANISATIONS TO CHOOSE?

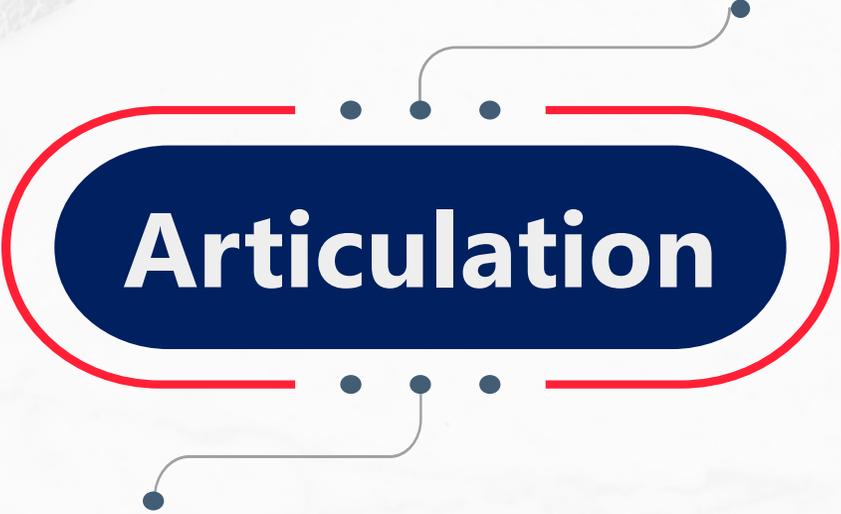
What are the names of your
TARGET ORGANISATIONS?

You should be able to list between
SIX and **TWELVE** organisations.

THE SECOND PILLAR

The second question you will be asked:

Why do you want to be a NED?



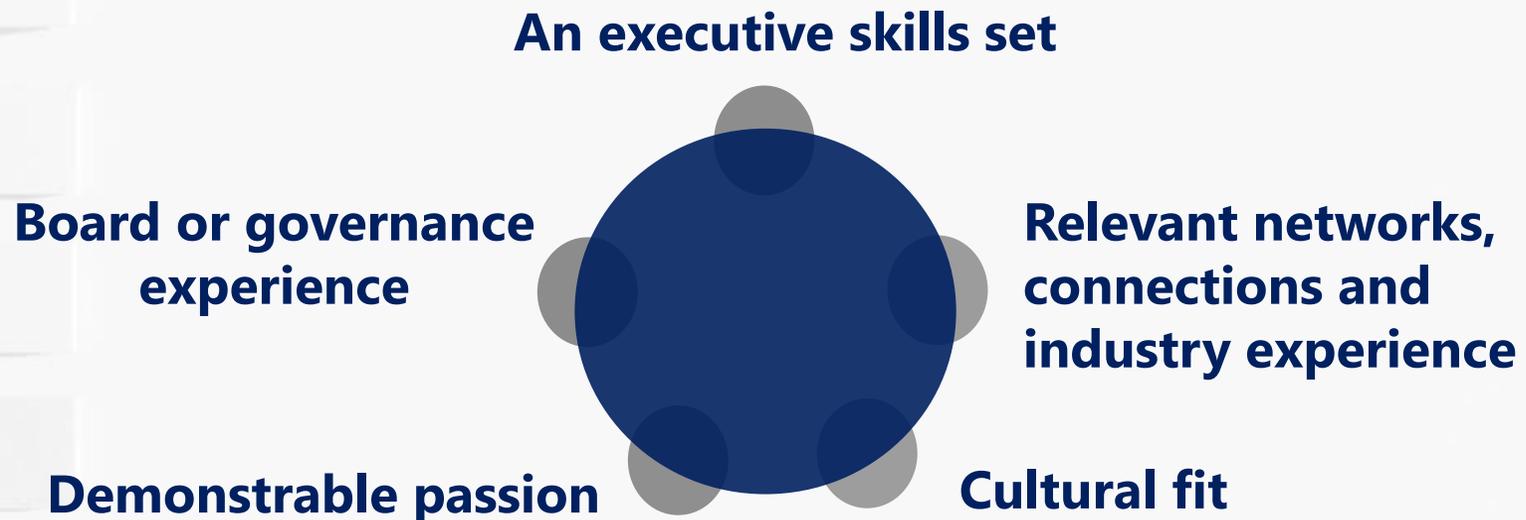
Articulation

The answer must address their motivators, not yours!

THE FIVE CORE SELECTION CRITERIA

Regardless of the scope or scale of an organization they are probably looking for **five elements** in an ideal candidate.

Together addressing these elements answers the real question you are being asked **'Why should we appoint you to our board?'** and form your board pitch.

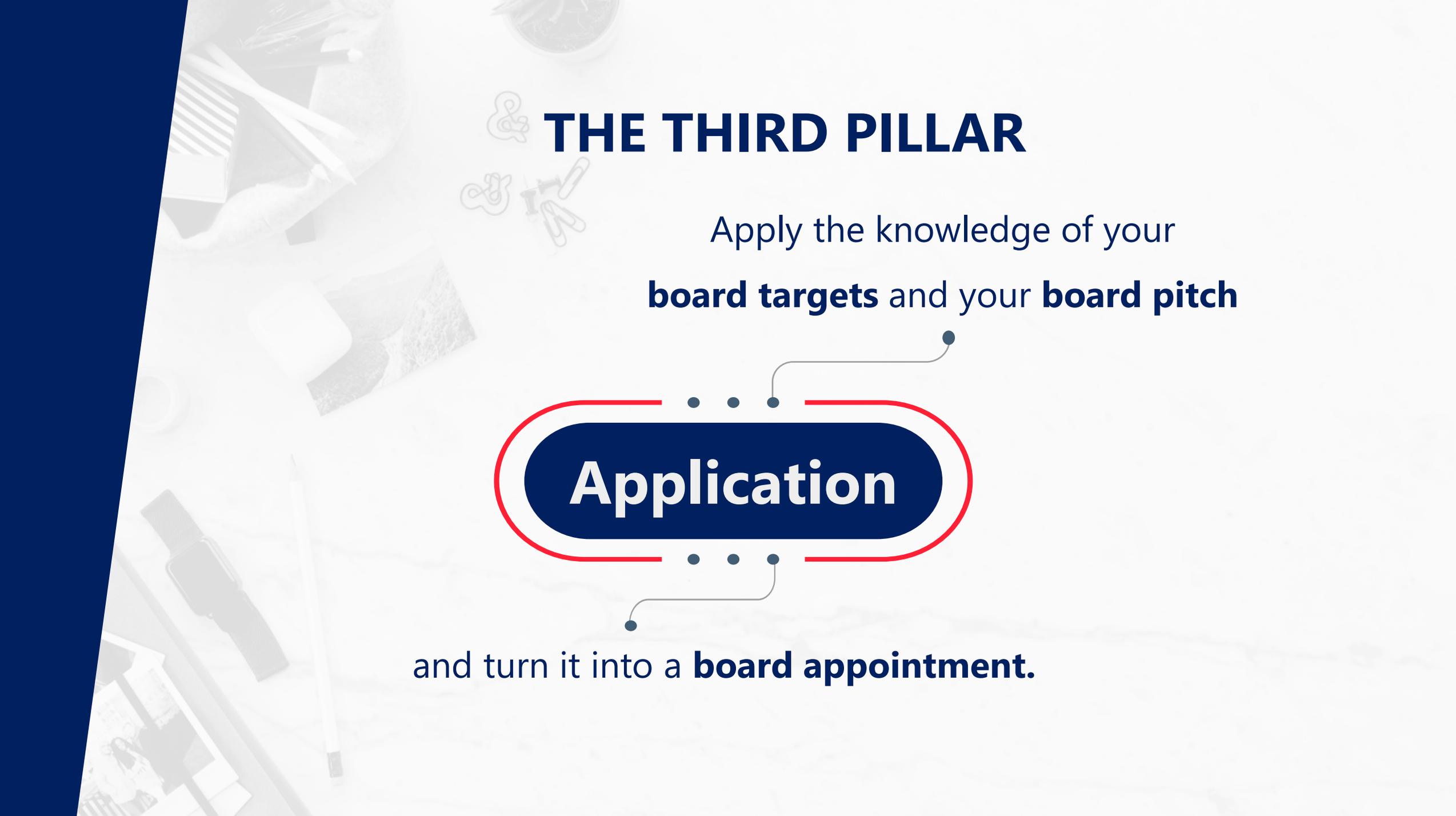


WHY DO YOU WANT TO BE A NED?

If I met you at a governance event and I asked you why you want to be a NED, **how compelling would your response be?**

It must be compelling and translate into a **casual conversation, elevator pitch, in your CV, a board application or in a formal interview.**





& THE THIRD PILLAR

Apply the knowledge of your
board targets and your **board pitch**



Application

and turn it into a **board appointment**.

PREPARING TO APPLY FOR A BOARD APPOINTMENT

Your application documents



A board CV



A board Cover Letter



A supporting statement



Board appointments are a competitive process.

It is essential you properly articulate what you offer over your competitors.

**A board CV does this –
your executive CV does not.**



THE BOARD CV IS ESSENTIAL

FirstName LastName

M: (Mobile No.) E: (Email Address) LI: (In/...) A: Address

- I am a ... (board level titles & executive role/function, and list the relevant companies, industries and sectors you have operated in).
- At board level I do ... (a clear statement articulating what an organisation gets if they appoint you - the outcome of your appointment, then how you do it).
- In an executive capacity, I (current and relevant past executive titles and organisations).
- Finally, I have... (qualifications and awards/points of interest/awards).

NON-EXECUTIVE & EXECUTIVE BOARD EXPERIENCE

Date – Date **Board Title** **Organisation**

Company Information

- List any key responsibilities/sub-committees.
- Reason for your appointment?
- Demonstrable/Quantifiable evidence of success at board level

Date – Date **Executive Title** **Organisation**

- List only your committees or board-level engagements.

EXECUTIVE EXPERIENCE

Date – Date **Executive Title** **Organisation**

Company Information

- Key responsibilities/actions relevant at the board level;
- Reason for your appointment?
- Demonstrable evidence of success.

Details of previous roles available upon request

EDUCATION AND PROFESSIONAL DEVELOPMENT

- Qualification Organisation Date

MEMBERSHIPS, EXTRA-PROFESSIONAL ACTIVITIES & INTERESTS

- Memberships (personal or professional) Organisation Date
- Extra-Professional Activities or Awards Organisation Date
- Interests:

REFEREES

- Name Role/Title Organisation
- Name Role/Title Organisation

“With pleasure I am informing you that as a result, I believe, of using your advice and the Board CV style, I have now received an appointment as a Non-Executive Director to an organization with a bright future and potential for significant growth.

Why do I know the **Board CV was a catalyst?**

Because I asked what attracted their attention to me, to which they responded **“the style, format and clearly articulated content of the CV.”**

Rodney Turner
InnovaDerma,
Non-Executive Director

WAYS TO GET APPOINTED

Personal connections

65% of all board appointments occur via a personal connection

1

The Direct Approach

15% of all board appointments are made by directly approaching organizations with an offer to contribute to their board.

2

Executive Search Firms

10% of all board appointments occur via a recruiter or executive search firm.

3

Less than 20% of all appointments are filled via formal application processes.

Less than 5% of paid board roles are filled via formal applications processes.

Via advertisements

10% of all board appointments occur in response to an advertised opportunity.

4

THE PERSONAL CONNECTORS APPROACH

65% of all board appointments occur via a personal connection.
But which ones and **who do you call first?**

The strong ties

People you see regularly
and who know you

Relationships

Friends

or

The weak ties

People you see
rarely or infrequently

Connectors

Contacts

THE OLD SCHOOL TIES AND “THE CLUB”

Strong ties only give you access to others who can independently verify you for a board appointment.

Strong ties rarely result in a board appointment themselves.

Meanwhile, **50%+** of all board appointments occur via Weak Ties - people you see rarely or infrequently.

Weak ties make you powerful.

The question is: **who are they, and how do you connect with them?**



THE TARGET APPROACH PLAN



HOW MUCH CAN YOU BE PAID?

No one really knows - here is a rough guide.

	FTSE	Small-Cap
Chair	~£433,935	~£165,000
Director	~£76,868	~£52,500
Trustee	Typically unpaid , expenses covered. Exceptions can range from £5600 to £100,000.	

The fees presented in the table are averages paid to NEDs in 2023 in the UK.

Chairs and NEDs receive an additional fee for chairing a committee, which can range between £8000 to £11,500.

Start-ups might offer a mix of remuneration, such as a lower level of directors' fees and shares/equity in the company.

WHY AREN'T YOU GAINING A BOARD APPOINTMENT?

If you are not gaining a board appointment then one or more of the following is likely happening:

You are targeting the wrong organizations - ones that don't balance your aspirations and reality.

Your pitch sucks – it focuses on your motivations rather than theirs.

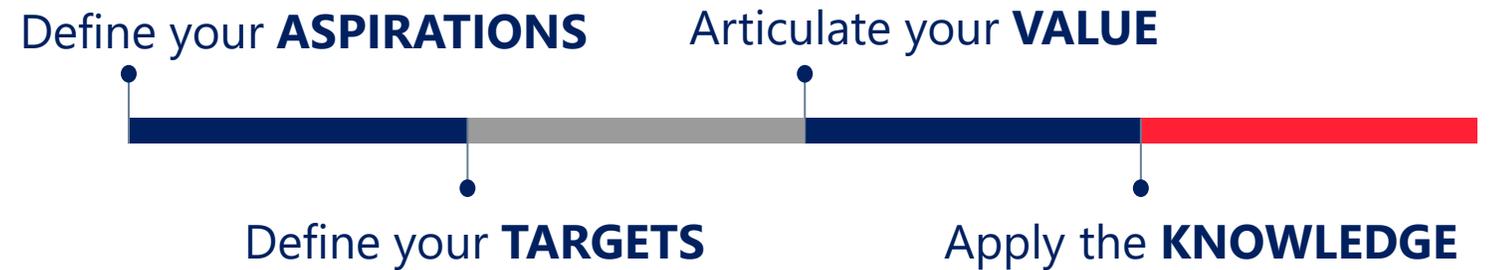
You are being reactive - only applying for roles you stumble across.

All of the above.



HOW LONG SHOULD IT TAKE TO GET A BOARD APPOINTMENT?

If you are able to:



and get proactive then you have the foundations in place to gain a board appointment far quicker than you ever expected.

My members are primed for a board appointment **within 12 months**.

I expect them to be appointed far sooner.

OUR MEMBERS' SUCCESS STORIES



Jon Williams: **Trustee, UK for UNHCR**

Appointed due to: A career in journalism on both sides of the Atlantic, to add value in terms of the organisation's messaging and narrative.

Nicholas Bills: **Non-Executive Director, Namos Solutions Ltd**

Appointed due to: Experience in growing and leading teams, with a focus on establishing clear expectations, training, and support frameworks to enhance leadership effectiveness.



Rachid (Ben) Bengougam: **Independent Member, Remco and Nomco**

Appointed due to: Passion for customer & /consumer advocacy, 35+ years international HR experience, charity sector committee experience and governance knowledge.

VISIT BOARD APPOINTMENTS TO

gain more information about the services we provide that have helped thousands of people find and gain appointments.

access an exclusive discount that offers up to \$1,000 off our membership packages.

book a 1:1 call with David.

download the Board Appointments E-Book.



THANK YOU.

**WE LOOK FORWARD TO
HEARING FROM YOU.**

