

MANAGING **YOUR** PERSONAL **BRAND** THROUGH AN EXECUTIVETRANSITION.®

The Executive Connections Board of Directors Search Program



 Executive
Connections LLC

www.executiveconnectionsllc.com

Strategically Position Your Brand for a Seat at the Table

Introduction

At Executive Connections, your strategic board search and executive branding team supports you through the 6-12 month Board of Directors search, express brand enhancements, and targeted campaign management process.

Are you a successful CEO or President with a proven track record of building global businesses? Are you at a stage where your company's strategic vision and execution are functioning at a high level, and you can see yourself contributing the same type of game-changing leadership in a Board of Directors role outside your current company? To secure sought-after Board positions, it's critical to mindfully develop/position your brand, then polish, package, and communicate it to the target audiences who can make this happen.

This is where we find most CEOs need help. While they may have a few former bosses and mentors who are advocates, most are not connected to the search consultants running the Board of Directors practices at the top search firms, and most do not have an entree to the target industries and companies where their Board credentials are the strongest potential fit. Simply stated, they are under-connected and sometimes not effectively packaged to stand out among other Board candidates.

When we act as your Board advisor, executive connections agent—advocating for your brand—you will be unstoppable in identifying and securing the Board of Directors opportunities that are the perfect fit.

We'll help you answer these questions:

- **What's next for your personal brand and career legacy?**
- **Why you? What attributes about your brand make you a compelling Board candidate?**
- **What is the key selection criteria in the Board Selection process and how do you measure up?**
- **What if you could build on your successful track record and identify a complementary Board of Directors position?**
- **What's the value to your personal brand, and to your current company, to expand your purview and build other C-level relationships through Board service?**

Your Personal Branding Team:



Jeff Gundersen has built a loyal following for developing outstanding digital business marketing leaders and cultivating strategic long-term C-level partnerships.



Lorraine "Lola" White is the personal brand champion for progressive leaders who want to step into their desired lifestyle and create a successful career legacy of which they can be proud.

Our Ideal Client Partners

Quality relationships are the basis of our success

Our Board of Directors search clients are typically senior executives (CEOs, Presidents, and other C-level executives) who are outstanding achievers in a particular industry or functional area and have a reputation and set of competencies that can help other CEOs and Boards. Our client partners are currently leading high-performing businesses (category leaders) and also have the bandwidth to accept an outside Board of Directors role that typically requires 6+ annual meetings plus assistance to the CEO between Board meetings. While most Board roles include Director fees plus reimbursement of travel expenses, they also require a commitment that Board members will attend virtually all scheduled meetings (with maximum one absence annually).

Prior to starting a Board search process, their present company role is well prepared and approval is obtained from the internal Board and higher levels of executive management. Some clients are pre-retiring, retiring, and/or transitioning to the next phase of their careers with a goal to serve on three to four Boards (including for-profit and non-profit organizations).

Our Brand Promise

Create a compelling BOD search plan using our formula for tapping into the best of your personal brand!

Having worked in the marketing, marketing services, and branding sectors for over 25 years—providing marketing strategy consulting, executive search consulting, and executive transition support services to C-level clients in many Fortune 500 companies—we have assisted a number of our non-profit and for-profit clients with Board of Director searches.

As marketing specialists, we have long advocated Boards need one “Customer-Obsessed” C-level executive to represent the “Voice of the Customer” in Board discussions to inspire and assist CEOs in the areas of growth and innovation! In 2008, we formally launched the Executive Connections Board of Directors search practice to assist C-level executives with identifying strategic and complementary Board positions. We’ve helped numerous executives find and accept Board positions that enhanced their personal brand value and enabled the greatest board contributions. We know our clients need an action-oriented, straight-talking CEO advisor with the connections to help them make their Board credentials visible to the right targeted companies and organizations.

The Benefits of Board Positions

Positive effect on current company brand and development of your personal brand

Potential to expand present company/business through new M&A and joint venture opportunities

Improve career performance by building new C-level connections who provide input and introductions helpful to your current company

Expand perspective and creativity by leveraging your career successes to-date in a new industry

Increase compensation, satisfaction, and long-term career control



Expectations, Deliverables, & Outcomes

Keeping you focused on landing the optimal Board role

We offer a structured, comprehensive Board of Directors Search Program designed for busy executives. For best results, clients retain us for a 6-12 month period including CEO advisory meetings/calls, personal branding, targeting, and campaign management/connections support. *Our deliverables are tangible and agreed upon at the outset of each assignment.*

Step One: Effective Personal Brand Presence

The focus of Step 1 is to align on what your brand says about you so we can represent your brand powerfully.

Process Time: 2 - 3 months



We apply many of the same processes of strategic corporate branding when working on your Board of Directors credentials:

- How are you perceived today?
- What do you stand for as a CEO or C-level leader?
- What are your distinctive leadership characteristics?
- How relevant are these to the needs of your target audience for Board roles?
- How can you present your Board credentials most effectively?

We ask you the tough questions, reveal the truth of your brand, and help you thread your past and current CEO/C-level experience into a cohesive story so you can concisely communicate your Board candidacy. Deliverables from this phase include a written branded bio, Executive Profile, and guidance on a professional headshot.

Packaging and presenting your Board credentials effectively is the critical first step in the Board search process. Most often, this express Personal Branding/Packaging phase is jumpstarted with an intensive half-day review of your current Executive Profile (not just a resume), branded bio, and other branded thought leadership elements in support of your Board of Directors candidacy. We'll schedule additional consultations (via phone, Skype, and in-person) to discover your unique selling proposition and goals as it relates to Board positions.

Your assignment will likely require a professional audit from our Personal Brand Strategists to sharpen and refine your Branded Bio, Executive Profile and obtain current, on-brand headshots. Jeff Gundersen will provide you with a blueprint and guidance for strengthening your Board credentials. This is an opportunity to highlight the unique value propositions of your Board candidacy including:

- **Leadership:** What have been your key accomplishments as a CEO/President/C-level leader? In what functional areas and industry sectors/businesses can you be an effective mentor to another CEO? What are your strongest functional leadership areas (i.e., marketing, operations, finance), and where can you provide the greatest value-added as a prospective Board member?
- **Category/Sector/Geography:** Where does your current company stand in terms of its leadership position in a vertical sector (or geographic region), and how does this translate to your ability as a Board member to help another CEO grow their business? Is there specific knowledge or connections you can provide which can accelerate another company's success in launching or expanding a new product or business into a different region of the world?
- **Culture/People:** What's your reputation as a builder of high-performing organizations? Where does your company stand from a culture and people standpoint? Is your company one of the "most desired places to work," and can you help another CEO to build a positive culture and institute people policies that will propel them to the next level? What do your direct reports and subordinates say about you?



Step Two: Targeting, Campaign Management, Making Connections & Follow-up

The focus of Step 2 is to generate a targeted list of specific industry vertical/companies/C-level connections and a communications plan to increase your visibility and credibility as a prospective Board member.

Process Time: 3 - 12 months



Deliverables from this phase typically including 200+ connections in specific vertical sectors, companies, and C-level connections.

Once we have completed your Personal Branding/Packaging, we can proactively shift our role to “talent agent” for your Board campaign. This results-producing phase of the Board of Directors search is customized around your specific needs and can include a combination of the following menu of services:

- **Targeting C-level connections (Board members, CEO, Investors) in specific companies we have targeted for solicitation**
- **Introductions to Board search practices at Heidrick, Spencer Stuart, Russell Reynolds, and other top retained search firms**
- **Leveraging your personal connections and C-level advocates**
- **Our advocacy as part of these targeted introductions**
- **Opening up our Executive Connections and personally making relevant introductions**
- **Evaluation of Board compensation packages**

It's ideal to have a full-blown campaign in place prior to Q4. Because the majority of companies operate on a year-end fiscal period, Q4 is typically the time CEOs and Boards are planning for replacement of retiring or outgoing Directors. We believe the time is prime because the CEO's mind is on Board composition at this time of year, and it is best to present your credentials when the opportunities are beginning to surface.

Imagine what you'd gain from having a well-connected CEO advisor designing your Board of Directors search plan, facilitating invitations to the Board selection process, and keeping you focused on securing your ideal Board seat.

What's Next to Get Started?

To begin your personal Board of Directors search, schedule an introductory 30-minute consultation with Jeff Gundersen, CEO of Executive Connections LLC and head of EC's Board practice, at jgundersen@executiveconnectionsllc.com or call directly at 941-323-8300.

Testimonials

What executives say about us

“Recently we engaged Executive Connections to identify potential candidates to serve on Gerber Life’s Board of Directors. We called on Jeff Gundersen and his team because they were familiar with Gerber Life’s business, organization, and culture, having placed several senior leaders with our firm. Within a short period of time, Jeff was able to recommend a strong slate of Board candidates from his robust network of brand, direct marketing, and financial services executives.”

–Wes Protheroe, President & CEO Gerber Life Insurance Co.



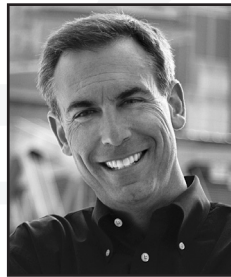
“Jeff took the time to get to know me, to meet with me personally, and understand my career experience, accomplishments, strengths, and motivations, which allowed him to think of me when the perfect Board of Directors position came up. As a board director with Engauge, I have enjoyed contributing from my own agency background to help the CEO and executive team at Engauge succeed, and I am even more excited about their future!”

–Sarah Fay, ex-CEO, North America – Aegis Media



“With our (Engauge) integrated agency’s continued growth and development in digital marketing services, we decided it would be advantageous to add an outside Board member with proven CEO leadership experience in all aspects of digital media and marketing services. Our goal, together with Halyard Capital (our private equity partners), was to complement our existing outside Board members whose backgrounds were more heavily weighted toward direct marketing. We asked Jeff Gundersen at Executive Connections to handle this exclusive Board search assignment and he quickly identified 3-4 quality candidates including Sarah Fay (ex-CEO, Aegis North America) who has contributed significantly since joining our Board.”

– Nick Bandy, CEO, Engauge



“Jeff Gundersen at Executive Connections LLC has been my personal executive coach and confidante for 5+ years in my current role as President of the Direct Marketing Educational Foundation (“DMEF”). As the marketing industry and budgets have been rapidly shifting to digital and mobile marketing, I recognized the need to transform the branding and corporate identity of DMEF from its direct marketing/direct mail roots to a leadership positioning in the new digital economy. I asked Jeff to assist in recruiting DMEF Board of Directors candidates with strong digital marketing and media skills and he has made several introductions which resulted in new Board members joining our organization.”

–Terri Bartlett



Connecting Leaders with Powerful Brand Futures!®