

Developing Your Board LinkedIn Profile

LinkedIn

Welcome to your
professional community

Developing Your Board LinkedIn Profile

The Basics

1. Pick the Right Profile Picture (*in high resolution*)

Statistics show that LinkedIn members with a photo receive far more engagement: 21 times more profile views and 9 times more connection requests.

Whilst I strenuously recommend never putting your photo on your CV you should always include one on your LinkedIn profile.

Choose a friendly, clear face, with a neutral background (white, grey, light blue) and high quality picture. It should be a professional photo - but not necessarily taken by a professional!

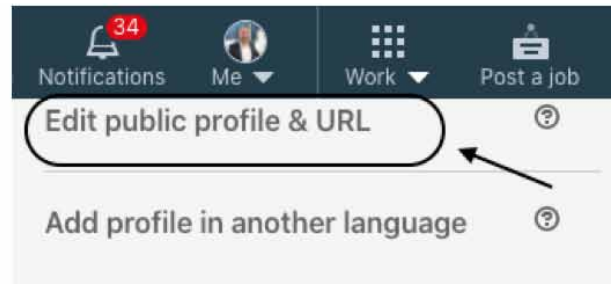
2. Choose a Banner that Stands Out (*in high resolution*)

Your background photo is the second visual element at the top of your profile page. It grabs people's attention, sets the context and shows a little more about what matters to you. More than anything, the right background photo helps your page stand out, engage attention and stay memorable. It does not need to be flashy. Rather, it should reflect your industry, skills or experience.

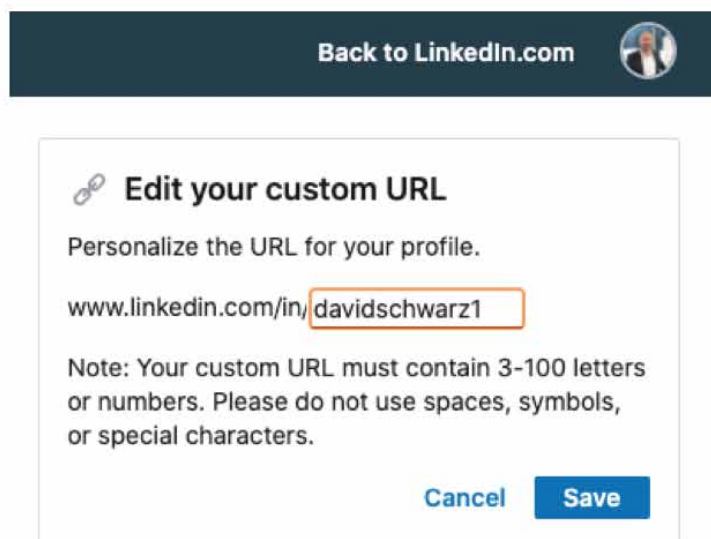


3. Customise your URL (ideally *linkedin.com/FirstName-LastName*)

- Open your profile page on LinkedIn
- On top right corner click on "Edit public profile & URL"



- A new page will open and on the top right corner find "Edit your custom URL"
- Change the name you have which was generated by LinkedIn to your First and Last Name and press SAVE.



- Close the window and refresh the page on your LinkedIn.
- Tip: If the name is already taken, try using a "-" , an "_" , a number or a qualification.

The Content

1. LinkedIn Profile Headline *(it appears underneath your profile picture)*

Your headline doesn't have to be your job title and company (*mine is 'Helping Individuals Gain Board Appointments- see above*), especially if you're looking for your first/next Board appointment. Instead, use the space to succinctly showcase the relevant titles you had during your career. Remember to use language that reflects your board aspirations. So, whenever possible use titles like:
EXAMPLE: Chair / Board Member / Committee Member /CEO/

2. Summary Profile *(About Section)*

The first thing to say about your LinkedIn summary is – to make sure you have one! It's amazing how many people still leave this field blank when creating their LinkedIn profile. Your summary is your chance to tell your own story – so don't just use it to list your skills or the job titles you've had (in 2000 characters).

Remember LinkedIn is both NED and Executive focused. Which one you emphasise depends on where your primary objectives lie. For example, if you are actively pursuing board appointments you should begin your Summary with your board level experience. However, if you still have an executive career then you should begin with your Executive experience and then follow it up with your board experience.

Use the profile language you have developed as part of your NED CV as a guide and rework the order of the content accordingly. Regardless of your ambitions, ensure that your story is focused on your successes. Do NOT include aspirational statements.

You might begin your profile with something like: I am a (NED or Board Level titles) and (executive titles) with (X) years of board level experience with particular expertise in the following areas (list industries). See examples below:

About

I am a Chairman, Board Member, Senior Director, Corporate Treasurer and Chief Risk Officer with over 20 years of board level experience in treasury, risk management, credit risk across natural resources, manufacturing, international trade, government & insurance industries.

At board level, highlights include: Board Member of EGA America where under the stewardship of the board revenues have grown more than quadrupled in the last 5 years; as Chairman of the Board of EGA Employee Investments I lead the strategy setting sessions and head the investment committee whilst as a Board Member of Atradius Collections I was instrumental in the establishment of the business model and led the strategy and directional workstreams. In my role as a non-paid member of the board equivalent of a Not-For-Profit School in Indonesia, I provide financial management advice, assistance with conflict management, and contribute to the strategic direction setting

In an executive capacity, I am currently the Senior Director, Group Treasury, Risk & Insurance for Emirates Global Aluminium (EGA) – a top-five global aluminium producer. In this role, I provide strategic leadership to the broader Treasury and Risk Assurance Teams and am responsible for corporate debt placements of US \$8B via syndicated/project finance loan facilities, US \$600M RCF facility and lead the financial risk management practices.

Previously I was the Corporate Treasurer and CRO at Dubai Aluminium (DUBAL) at one stage the worlds largest single-site smelter. Here I arranged Corporate Debt Bridging Facilities of US \$1B, executed on financial risk management strategies and established a credit and enterprise risk management framework. Earlier I was the Executive Manager, Risk and Head of Special Risk Management & Claims at Atradius Credit Insurance where I established a South-East Asian Centre of Expertise and was an integral part of the strategy-setting for expansion into the South East Asian market.

Finally, I have a Bachelor's Degree in International Business, a Masters of Business Administration, an Advanced Diploma in Treasury, Risk & Corporate Finance and am a graduate of the AICD's Company Director Course.

3. Experience Section (NED and Executive Experience)

As mentioned earlier LinkedIn is a social media platform for both NEDs and Executives. As such, you can not separate the different roles you have held. You therefore need to include all of them in the one section.

Simply list in chronological order the executive and non-executive roles you have held. If you feel that you want to highlight some of your roles over others then you can simply drag these roles higher up the list.

The content of this section should, like your Executive or NED CV, be factual. It should be concise and overwhelmingly focus on your success and achievements, using quantifiable results. This should be a pretty easy cut and paste exercise from your CV.

4. Include Company Logos

It looks professional and pleasant to the eye when reading a LinkedIn profile. *(Note: the company's profile page on LinkedIn should have a picture. If it doesn't then it won't appear on your profile as well.)*

Title *

Ex: Retail Sales Manager

Please enter your title.

Employment type

-

Company *

Board Direction Putting People On Boards

Board Direction: Putting People On Boards
Executive Office

board® - Design / Direction / Production
Design

General Tip: For roles that last less than a year make sure to mention the months especially if you have more roles in the same company. This way you will make sure that all the positions you mention go under the same company name. If you remove the months that role will appear separately.

Company *

Board Direction: Putting People On Boards

Location

Ex: London, United Kingdom

☐ I am currently working in this role

Start Date *

Month Year

Please enter a start date.

End Date *

Month Year

Please enter an end date.

5. Education

Simply list your qualifications in chronological order. You needn't include every course you have ever completed, so that speed reading course you did 30 years ago might not be necessary.

To add a new university/course click on the blue cross; for editing an existing education click on the blue pen and to reorder them click on the four black lines symbol and simply drag them up or down the list.

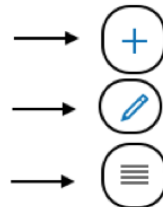
Education



University of Sydney
Master's degree, Social Sciences
2004 – 2005
Masters of Housing



Macquarie University
Bachelor's degree, Social Sciences
2000 – 2004
Bachelor of Social Science



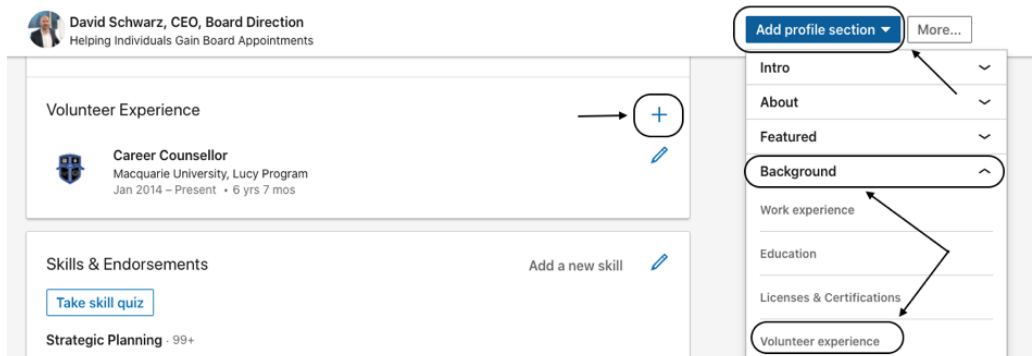
6. Volunteer Experience

If some of your non-executive roles are voluntary or you feel are not significant to list in your experience section you can include these here.

You may also include here the organisations you support or are engaged with in some shape or form. Think of this section as equal to your 'extra-professional' section of your NED CV.

How to add Volunteer Experience Section:

1. If you already have the Volunteer Section at the bottom of your page, simply click on the blue cross to add a new volunteer experience.
2. If you don't have this section, scroll down your page until you get to the 'Experience' section. You will see a dark blue bar appear in the up right corner saying 'Add Profile Section', click on it and choose 'Background' and then 'Volunteer Experience'.



A new window will pop-up where you will be able to add the information.

Add volunteer experience
✕

Organization *

Ex: Red Cross

Role

Ex: Fundraising Volunteer

Ex: Meal Server, Mentor

Cause

-

☐ I am currently volunteering in this role

Start date

Month

Year

End date

Month

Year

7. Listing your Skills (Skills & Endorsement Section)

Recruiters use "LinkedIn Recruiter" to source candidates , allowing them to filter candidates by keywords. LinkedIn looks for these keywords, so it is important to include them so that you appear in recruiter search results. It also helps substantiate the description in the Headline and Summary, and provides a platform for others to endorse you. It is important to choose skills that really describe you rather than adding too many (*approximately 10 – 15 is about right*).

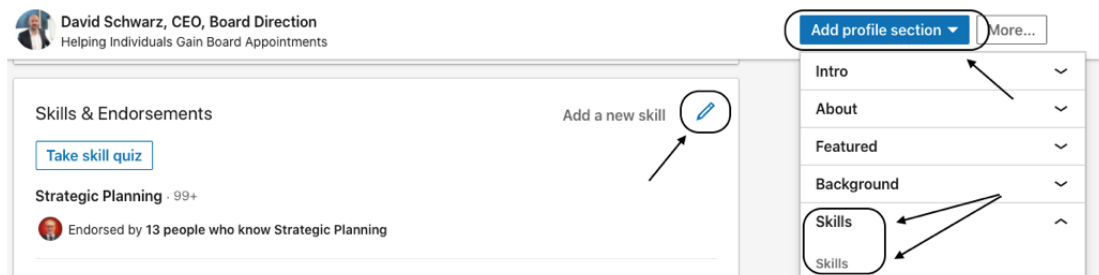
Use the key governance phrases that will attract decision makers to you. For example: Risk, Governance, Board, Chair, Committee, Audit, Strategy etc.

There are 2 ways you can add your Skills:

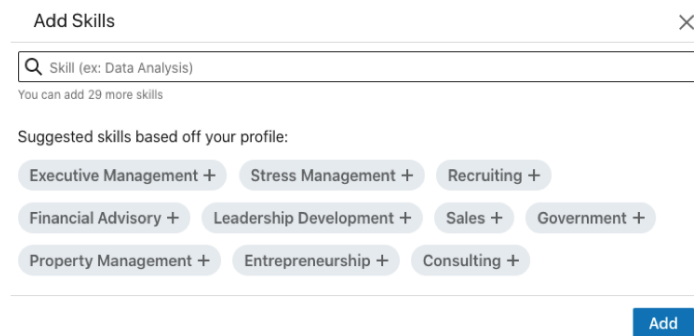
1ST METHOD: Scroll down until you find the 'Skills & Endorsement' section and click on the blue pen in the right corner to add or edit your skills.

2ND METHOD: If you don't have the 'Skills & Endorsement' section at the bottom of your profile, Scroll down your page until you get to the 'Experience' section and you will see a dark blue bar appear in the up right corner saying 'Add Profile Section', click on it and choose 'Skills'.

A new window will open where you will be able to add your skills. (*pictures attached*).



8. Building Presence



Once your profile is complete, remember to regularly engage with the platform through liking and commenting on posts, sharing news and articles, joining relevant groups and participating in conversations and proactively reaching out to others to grow your network, build your presence and identify NED and Executive opportunities.