

To ensure continued company growth, an ON Search Partner will follow a methodical consultative process to locate and land the ideal Director for your Board to help drive continued growth.

Step 1

Develop Ideal Board Composition Strategy

Key Considerations

Do you have a good representation of sitting CEOs?

What is your financial bench strength beyond your Audit Chair?

Create a pull through strategy by adding your customer's customer.

Have you gone beyond your own network to reach an ideal geographic range of market?

Consider what is the Board membership objective:

- Min. of 6 months prior to expected changes or additions in membership
- Current and potential future skill/experience mix
 - Industry background
 - Functional expertise – CEO, CFO, Technical, BD
 - Market experience
 - Active vs. Retired
 - Diversity considerations
 - Tenure and expected tenure

Other questions to consider:

- What are performance goals over next 12-18 months as a result of addition?
- What qualities are necessary for a good culture fit with CEO? With Board?
- What is the amount of time new Director needs to contribute to accomplish performance goals?

Step 2

Develop Effective Messaging Strategy

Keys To Success

State clear goals and priorities

Craft a logical and consistent description that is well supported

Factors in crafting description of company and Board role /expectations:

- What information will prospects need early? How do we give it to them?
- Is the all the data necessary for a candidate to do "homework" available?
- How do we position the objectives of the Board in seeking a new member?
- How do we position the company within the marketplace?
- What benefits to prospects do we outline for consideration?

Step 3

Develop an effective Target Audience Strategy

Elements to consider when narrowing field:

- Cultural Fit
- Functional Experience
- Board Experience
- Time Available to Give
- Specific Project Success
- Geographic Network
- Experience in your company's current position on growth curve

Create a prioritized source environment for Board Director search:

- Generate a “must have” candidate quality list – but don’t be too narrow!
 - Core competencies, experience, cultural fit needs & availability
 - Explore needs for specific projects, network reach, functions
- Agree on scope – don’t overlook top talent outside of “dead on” industry!
- Review complete prospective market scan; narrow down to specific targets
 - Sort prospects into tiers for best results
 - Explore known experience and individual motive details before contact

Step 4

Prospective Candidates Screening & Interview

Remember Board Director candidates are high-level candidates, often CEOs, who have large personal professional networks, and who the company may require to support future collaborations

The Interview process is also a public relations exercise...

- Avoid the Board Search “trail of destruction” by ensuring all of these high-level, often well-connected candidates have a positive impression.
- Determine the timing and order of the interview process – who, when and why and the cadence of the meetings

Step 5

Secure The Right Contributor for Your Board