



Amrop

Context Matters

EXECUTIVE SEARCH

Board Seeks New CEO m/f

How top executives can transform
a lengthy CV
into a compelling
boardroom presentation

www.amrop.com

“It’s up to the Board to decide whether they want to entrust one candidate over another with a senior executive role. That decision demands a business-oriented, visually compelling and fact-based executive summary.”



Board seeks new CEO m/f

How top executives can transform a lengthy CV into a compelling boardroom presentation

An experienced executive is seeking a new opportunity after a twenty-year career. Yet when it comes to presenting the case for a Board-level role, it may be time to find a compelling alternative to the CV.

Based on his experience helping CEOs pursue their quest for new horizons, a Senior Amrop Partner has devised an effective way to help hiring organizations establish the right level of contact with the right candidates – the ‘Top Executive Presentation Deck.’

He explains: “It’s up to the Board to decide whether they want to entrust one candidate over another with a senior executive role. That decision demands a business-oriented, visually compelling and fact-based executive summary.” Executives unable to make their ‘business case’ risk immediately slipping through the net, he warns. And any subsequent attempt to present themselves effectively is destined to fail.

With twenty years’ senior management experience and a seasoned executive search consultant, the Amrop innovator walks his talk. He has developed a presentation method that transmits in just a few ‘sheets’ the core message of who a candidate is and what he or she stands for. “It saves time, because it conveys a picture in the blink of an eye.”

The second frame summarises in five key words who the candidate is: an international 'somebody', ideas person, team-builder...

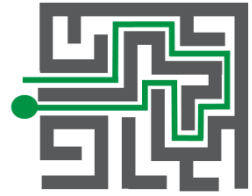
The first frame of this picture clarifies when the candidate worked for which companies - a one-slide career overview. For example, a candidate comes from the consumer goods world and has international experience. "You immediately make connections." The second frame (illustrated) summarises in five key words who the candidate is: in the illustrated case, an international 'somebody', ideas person, team-builder, talent scout and consultant.

The last frame/s delivers a 'case-study'. The featured executive ran the Italian operation of a multinational organisation, restructured the business and wiped out a plunging profit curve, transforming it into an upward trend.

Boards need to quickly establish how a candidate functions and how competently he or she is able to convey the business case of the company. "Candidates who can enter at this 'level' can really do something. That's why I invite them to present two or three cases." This method, its author claims, enables both Board and candidate to deepen their exploration of the material, and of their mutual interests. "It immediately takes discussions to a higher level."



Candidates are also advised to talk to a circle of stakeholders to sharpen their impression of the company. Finally, an activity is recommended outside the walls of Head Office. Spending part of a day together visiting retail outlets or the factory floor is another way of getting to know each other better.



“I’m not a psychologist,” says our author. “But I’m very capable of evaluating who someone is and how he or she functions. This advice, combined with a serious assessment, gives Boards a good insight into the kind of executive they are taking on.”

Executive summary

Building the case for a Board-level discussion

The higher the stakes for a senior-level recruitment decision, the greater the need for a compelling human business case. Devise no more than 5 slides as follows:

- 1** **Where**
Help the employer make connections.
Present the names of the companies for which you worked – and their sector/s
- 2** **Who**
Help the employer understand who you are.
Summarize maximum 5 professional ‘identities’ supported by one-line illustrations
- 3** **How**
Produce a powerful narrative
Present 2-3 ‘case studies’ following the STAR methodology:
 - Situation
 - Task
 - Action
 - Result

Article based on an interview with Eelco Van Eijck, Senior Partner, Amrop, The Netherlands, by Bert Koopman, Het Financieele Dagblad
eelco.van.eijck@amrop.nl

About Amrop

With 84 offices in 56 countries, Amrop provides services in Executive Search, Leadership Assessment and Board Consulting. It is the largest partnership of its kind.

Amrop's Context Driven approach to executive search helps our clients find top talent, adept at working across borders in markets around the world.



www.amrop.com

©Het Financieele Dagblad, 2013