Branding Yourself for Board Service

Seven Steps to Create Board Bio that Stands Out from the Crowd

1 **Craft a Compelling Board Bio Summary**

A board bio summary should be written about you in terms of what about you makes you potentially valuable to a board.

Start by asking yourself, what about me and my experience would be of interest to a board and why? Your summary should clearly demonstrate the unique value you offer as a prospective board member and emphasize how you can contribute to the company's success.

2 **Select Acomplishments**

This is not your job description. This area is for your accomplishments and achievements and most importantly the impact you've had.

3 **Awards and Recognitions**

This should be a list of honors and award including details of recognitions for board service or professional excellence.

4 **Include a Great Headshot**

A headshot can make your board bio feel more personal and not just a list of qualifications. A professional-looking photo can create a positive first impression and convey confidence and professionalism.

5 **Keep it Short and Sweet**

We encourage you to keep your board bio to one-page. A one-page board bio forces you to be concise and focus on the most relevant information.

6 **Double-check**

Checking your spelling and grammar on your board bio is crucial, it is often the first impression you make.

7 **Stand Out With a Well Designed Document**

Designing your board bio can help it stand out and make a positive impression. Use color and typography to convey a tone that is professional and polished.