

## **Advise on Board Presentations**

Congratulations! You are about to meet the Board of Directors for the first time. Obviously, you need to be well prepared as this meeting will have great impact on how the key decision makers of your business look at not only you as CIO but at the entire IT function. Therefore, see this as a great opportunity!

Here are some things you can do to be better prepared and hopefully get the intended results from the meeting:

1. Be well prepared! WHAT is the key message or decision you hope for? Build your presentation around that
2. Produce a maximum of 10 slides (for a 20-30 min pitch). Then meet with the CEO and discuss the content and the story - refine the message and bring down the number of slides to 4-5! Less is more!
3. Ideally, meet with the Chairman of the Board to anchor the story with her/him as well. Ask for general advice as well
4. Study the biographies of individual Board members - one or two may have worked for the same companies as yourself and one or two might have an IT background
5. Spend time rehearsing - you can give the presentation to your own management team or others you trust. Produce a script and make sure know it by heart. Add a 60 second personal introduction to your talk if you have not met all Board members before. Most Board members would be interested in you as a person as well
6. In the meeting - act as the senior executive you are! Introduce yourself to everyone around the table (you can only make one first impression)
7. Most likely the Chairman or CEO will ask you to start. Tell your story painting "pictures" and giving explanatory examples (with some humor if you can)
8. Provide simple, straight forward answers to questions, but only if you are 100% certain! Otherwise state "I don't know the answer and will have to get back to you on this!"
9. Finally, after your presentation, ask for any clarifications needed. Ask the Chairman if you should leave or wait outside. In 90% of all cases the Board will have their "own" discussion and decision making w/o you present.
10. Enjoy the moment! You are about to position and give a first and lasting impression of IT and the CIO on the Board level!

## **SENIOR IT EXECUTIVE**

**WE SUCCEED WHERE OTHERS HAVE PROBLEMS**

