FINDINGS / BOARD CANDIDACY

What a board chair sees in Lena Vale

Lena is the CFO of a family-owned packaging business that bought a second plant. She wants a board seat with a manufacturer about to make its first acquisition. The best evidence for that seat is buried in a board pack. Her bio gives her a bigger job than she actually did.

Lena Vale, her company, the quotations and the records in this example are fictional.

Website introduction

"We help companies grow."

The opening describes the firm. A board chair still has to guess which decision Lena could help with.

Name the finance decision she owned.

LinkedIn headline

"CFO | Strategic leader"

The title identifies her level. It gives a director no reason to call her about buying another plant.

Add the work she can explain firsthand.

Executive biography

"Lena led the integration."

The board pack credits Lena with the combined cash forecast. The plant manager owned the production changeover.

Narrow the claim to the finance work.

Speaking record

"Keynote speaker on acquisitions"

The event program lists her as moderator of a finance panel. A board chair checking the program would find a different role.

Use the role printed in the program.

RECOMMENDATIONS / IN ORDER OF PRIORITY

Give Lena credit for the decision she owned

01

Correct the executive bio

Change “led the integration” to “led the combined cash forecast after the second plant joined the business.” Correct the keynote credit in the same pass. Both edits remove claims a reader could reasonably challenge.

02

Make her specialty easy to find

Use “CFO | Cash planning after an acquisition” on LinkedIn. Start her leadership bio with the board introduction below. Both lines give a director a concrete subject to bring to a conversation.

03

Put the evidence within reach

Link the speaking entry to the public program when available. Keep the board pack private. Ask the company to approve a short public description of Lena’s role before adding it to her bio.

Suggested board introduction

Lena Vale is a packaging company CFO who led cash planning when the business bought a second plant. She brought both plants into one cash forecast so directors could see when each would need money.

Compare your own bio with the record. Underline the decision you owned and ask a colleague who was there to read that sentence.

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