

Defining Your Unique Value Proposition & Developing Your Positioning Statement

What's Needed in the Boardroom:

Governance & Board Leadership ☐ Corporate Governance & Structures ☐ Public Company & IPO experience ☐ Board Dynamics & Decision-Making ☐ Risk Management ☐ Committee Service ☐ International Experience ☐ Managing & Navigating Shareholder Activism	Strategic & Business Acumen ☐ Strategic Growth & Business Transformation ☐ Financial Expertise & Risk Management ☐ Operational & Supply Chain Expertise ☐ General Business Management ☐ Brand-Reputation Management
Industry-Specific Domain Knowledge ☐ Technology ☐ Healthcare, Biotech, or Life Sciences ☐ Consumer & Retail ☐ Financial Services ☐ Other	Leadership & People Strategy ☐ C-Suite & Executive Leadership Experience ☐ Talent & Workforce Strategy ☐ Crisis Management & Resilience ☐ Business Transformation ☐ Preparing Businesses for Sale ☐ Diversity, Equity & Inclusive Culture Building
Innovation & Future-Readiness ☐ ESG & Sustainability Strategy ☐ Climate Change ☐ AI & Emerging/Disruptive Technologies ☐ Geopolitics ☐ Cybersecurity & Data Privacy	Financial Acumen & Transactions ☐ Investor Relations & Capital Allocation ☐ Regulatory & Government Affairs ☐ M&A & Corporate Development ☐ Capital Markets/Capitalization ☐ Audit

Skills & Strengths

Assuming a well-rounded executive skillset, select 2-3 categories below that are “above and beyond” and areas you’re known for. *For consideration: how can you supercharge them?* (Account Management becomes “building strategic relationships with anchor clients”).

My skills and experience that are likely to interest nominating committees include...

- Account Management
- Advertising
- Board Service/Governance
- Branding
- Building Businesses
- Business Development
- Business Transformation
- Capital Markets Transactions
- Coaching
- Committee Service
- Compliance
- Change Management
- Corporate Accounting
- Corporate Communications
- Corporate Development
- Corporate Governance
- Compliance
- Conflict Resolution
- Content Creation
- Culture Building
- Decision-making
- Design

- Digital Transformation
- ECommerce
- Enablement
- Execution
- Facilitation
- Financial Management
- Gen AI
- Global Strategy
- Governance
- Growing Businesses
- International Experience
- Investing
- Investor Relations
- Legal Acumen
- Leading Innovation
- Leading Organizations
- Leading Teams
- Marketing
- Marketing Automation
- Mentoring
- M&A

- Partnerships
- People Strategy
- Presenting
- Problem Solving
- Process Improvement
- Program Development
- Project Management
- Revenue Operations
- Risk Management
- Shareholder Engagement
- Scaling Businesses/Operating at Scale
- Strategic Vision
- Succession Planning
- Systems Improvement
- Training
- Workforce Planning
- Venture Capital
- OTHER?

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Domain Expertise:

Get clear on your domain expertise. *For consideration: if you've been industry agnostic, avoid naming too many and focus on the area(s) you're most interested in.* **My domain expertise spans/is oriented around...**

Aerospace & Defense Systems	Energy Storage Systems	National Security & Defense Policy
AI/ML	Enterprise Software	Pharmaceuticals
Antitrust & Competition Law	Fashion & Luxury Goods Market	Private Equity & Venture Capital
Automotive	Financial Markets & Securities	Public Affairs & Government Relations
Biotechnology	Fintech	Public Health Policy
Blockchain	Food & Beverage Industry	Public Relations
Broadcast Media & Journalism	Genetic Engineering	Regulatory Affairs (FDA, HIPAA, etc.)
Cloud Computing & IT Infrastructure	Health Insurance & Managed Care	Renewable Energy
Consumer Packaged Goods	Healthcare Operations	Retail & E-commerce
Corporate & Securities Law	Higher Education Administration	Robotics & Automation
Curriculum Design & Educational Policy	Hospital Administration	SaaS
Cybersecurity	Hospitality	Scientific Research & Development
Data Privacy & Cyber Law (GDPR, CCPA)	Insurance	Streaming & Digital Content Platforms
Data Science & Analytics	Intellectual Property (IP) & Patent Law	Supply Chain & Logistics
Diagnostics	Interactive Entertainment Industry	Telecommunications
Digital Health	International Trade	Telemedicine
Digital Payments	Investment Banking	Travel
Drug Development	Labor & Employment Law	Urban Planning
EdTech & Online Learning Platforms	Medical Devices	

Personality/Approach/Brand Voice:

Think about your personality and approach and identify five adjectives that are most relevant.

For consideration: ask a cross-representation of people how they'd describe you in a single sentence.

Your brand voice should be consistent with your approach and could be "Knowledgeable, engaging, confident, steady, humorous". It could be partially aspirational, but it needs to be authentic.

These adjectives best describe my brand voice...

Ambitious	Confident	Expert	Patient
Analytical	Considerate	Fair	Persistent
Approachable	Consistent	Focused	Personable
Assertive	Cooperative	Friendly	Polished
Bold	Creative	Funny	Positive
Calm	Curious/inquisitive	Inspiring	Pragmatic
Capable	Decisive	Intelligent	Present
Considered	Dedicated	Likeable	Professional
Collaborative	Driven	Measured	Rational
Compassionate	Energizing	Passionate	Responsible
Competitive	Engaging		

Reputation/Interpersonal Skills:

Think about what you're best known for (ask others for input). **I've built a strong reputation around...**

Differentiation:

Get clear on what distinguishes you from other candidates – it could be specific domain expertise, a combination of skills, your approach, or several different factors.? (Skills, leadership style, industry insights, unique perspective, etc.)

I'm differentiated from other candidates based on...

Building your unique value proposition/positioning statement:

Define your unique value proposition in a sentence or two. Consider the responses throughout the exercise – you don't need to incorporate them all, use your best judgment as to what's most important for you to communicate and what would serve as a compelling hook. *For consideration: orient around a couple of areas that feel strongest to you, keep it brief and clear, don't use too many buzzwords and as much as possible, tailor it to a specific opportunity.*

Expertise & domain-based:

"I offer robust experience in corporate accounting, accounting research, and audit within the investment space. These translate particularly well to leading audit and finance committees for publicly traded companies."

Domain & skillset-based:

"I'm a builder by nature. I've developed a well-rounded executive skillset by building CPG companies as a CEO in partnership with the board. I'm known for transforming and differentiating businesses in hyper competitive markets."

Skillset-based:

"As a COO, I've built a reputation for operational rigor based on my ability to centralize global processes in hyperscale environments. This has proved especially useful in a board context for fast growth SaaS businesses."

Brand, experience & skillset based:

"A people champion, I offer robust experience across human resources and strategic workforce planning. I'm passionate about helping businesses create a people-first culture where positive customer and employee brand experience drive revenue success and shareholder value."

Focused on differentiation:

"Having navigated both the private and public sector in leadership positions which required major business transformation along with international expansion, I'd bring a unique perspective to the board of a defense contractor."
