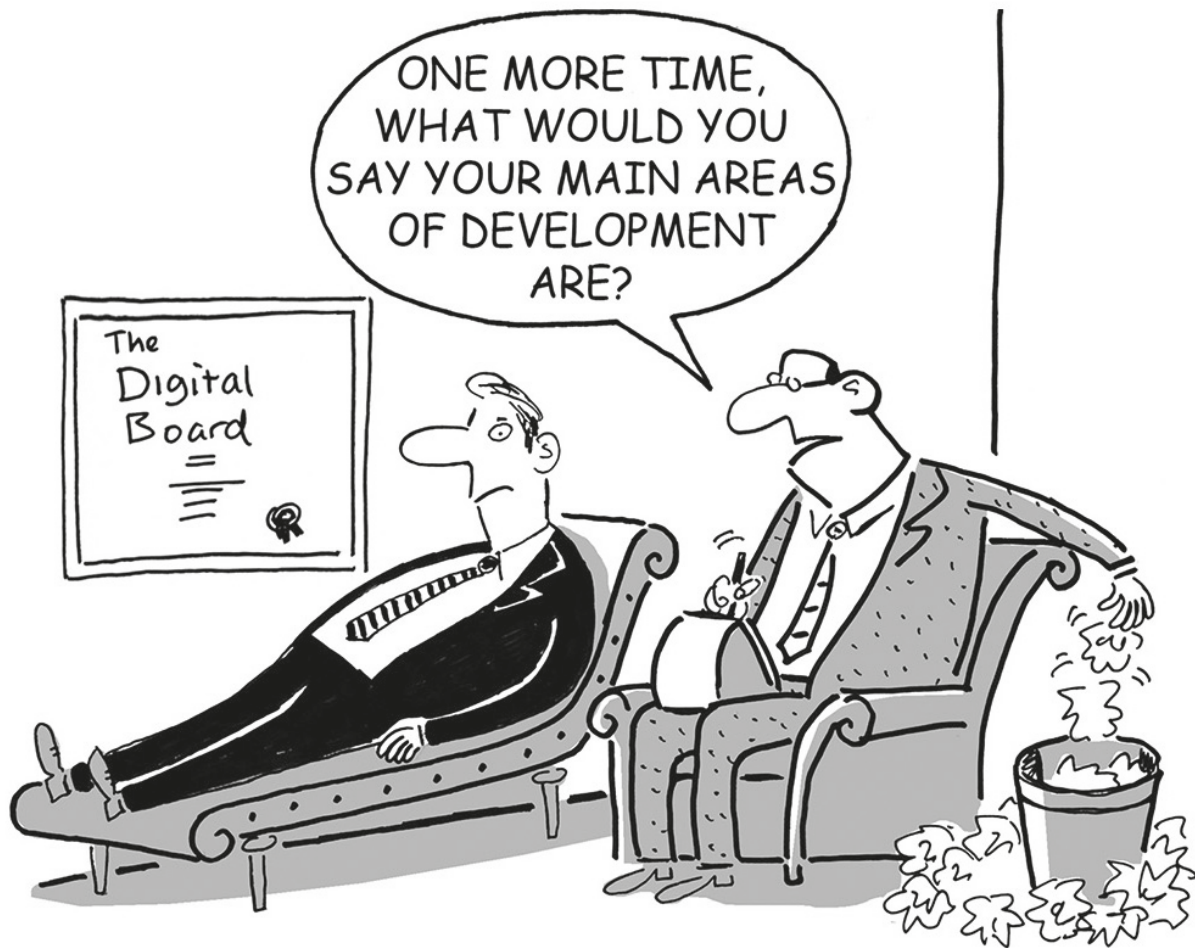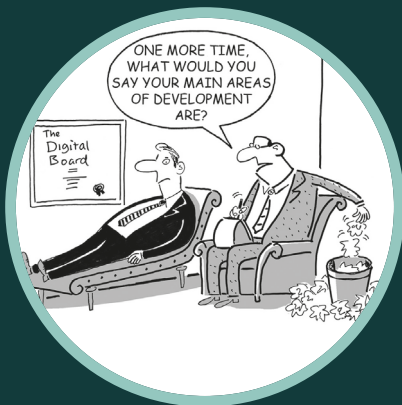# Executive Search
by The Digital Board

The Digital Board

We launched The Digital Board in 2012 not simply as a transactional Executive Recruiting firm
but as a thought leader and provocateur in the Digital Leadership space. We were ahead of our time in assessing the gap that was emerging at Board level and brought to market a unique offering designed to help Boards understand and navigate the Digital imperatives.

We do this through three key service lines.

Executive Search

Leadership Diagnostics

Digital Boards

@TheDigitalBoard

## An overview of our
three service lines

1.   Digital Boards

We help organisations bridge the gap between the business ambition for Digital and the ability to successfully execute this. We do this by building Digital Boards. A Digital Board can be different things to different organisations, whether you have identified a gap in Technology Governance or are looking to focus more attention on Digital, Innovation and Growth, a Digital Board can add help you navigate this complex journey into the future. Or, perhaps you're a technology company who is looking for guidance on how to best develop your products and services in line with customer demand. In any one of these scenarios, forming a Digital Board can add significant value to your organisation. In summary, a Digital Board can succinctly articulate value (and risk) in your strategy and can help your organisation navigate the path ahead with the benefit of the members' experience. They are used to working at board level and are as comfortable engaging on strategic topics as they are on business operations. All of these individuals have extensive experience of managing large scale technology transformation programmes.

2.   Leadership Diagnostics

Our overarching aim is to help you deliver value from your various digital investments. We do this by helping you strengthen and improve the leadership capability within your various Technology and Digital teams. We work across your organisation, making sure we get a rich perspective on culture, mission/purpose as well as the direct challenges you face in transforming your organisation towards a more digital and technology enabled business. To do that we partner with CEOs, CHROs, Boards and Group leaders to help identify and establish the right leadership culture necessary to stand up to the demands placed on them, but also to challenge the direction and the way to succeed. Our aim is to help cascade these behaviours down throughout the broader IT and Digital teams and even into their supplier/partner organisations. After all, it's a large eco-system that all needs to align for success.
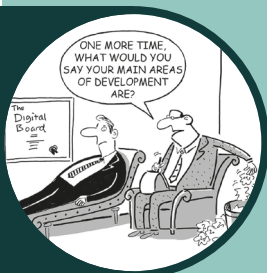
3.   Executive Search

We help you identify, assess and recruit the world's best Digital and Technology leaders. We have worked on over 130 senior mandates since our inception in 2012. Without exception, these roles have involved mapping global markets for candidates (whether that be US, Asia, South America or Europe) and then attracting them to relocate to the client's required destination. Importantly, we have never failed on an assignment. Barring a couple of occasions where clients have offered an internal candidate, we have an audited 100% success rate.

Introducing

Bryan MacDonald

Current role: CEO/Founder of The Digital Board

Bryan has dedicated over 20 years to understanding the role and leadership characteristics of successful digital and technology executives. He founded the Digital Board in 2013 with a vision to change the way that business leaders and tech leaders cohabit this changing world, bringing them together in the from on Digital Boards in order to form a more aligned and cohesive approach to the execution of their combined ambition.

Formerly the Regional Managing Partner (Europe) of Heidrick & Struggles Chief Digital & Information Officer practice. Prior to Heidrick & Struggles, Bryan worked directly for the Chief Information Officer of BP helping to define a culture of leadership within their technology function. This involved working with some of the world`s most respected academic institutions, including Harvard, MIT and Kellogg.

Bryan has developed an impressive network of thought leaders, connectors and contacts throughout his 20 years all of whom have helped shaped his understanding of the role and leadership characteristics of successful technology executives.

As an Executive Recruiter he has conducted over:

- 6000 Senior leader interviews
- 500 CEO and Exec team briefings

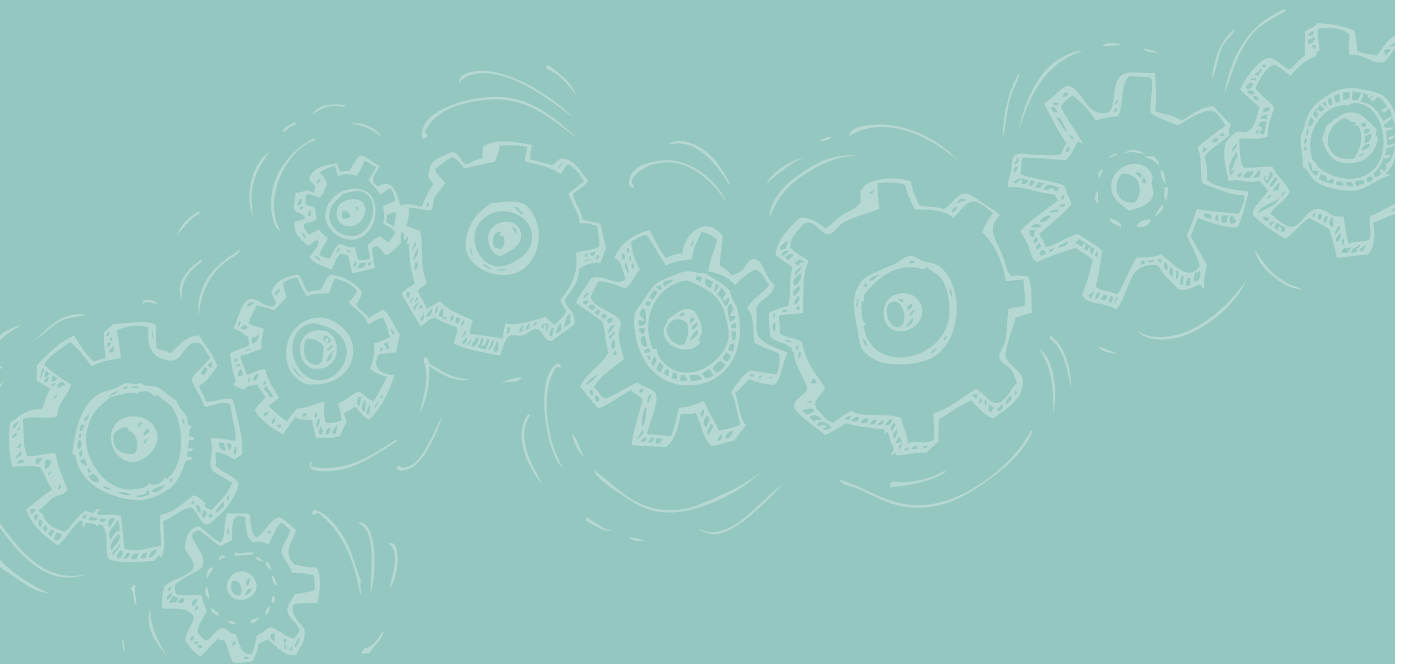### Bryan has also published a number of relevant papers on this topic.

Example publications:
- The New Path to the C-Suite: Harvard Business Review
- A Perfect Storm: CIO Magazine!
- Leadership Diagnostic Tool: The Digital Board

3. Executive Search

@TheDigitalBoard we help you identify, assess and recruit the world's best Digital and Technology leaders

Why partner with

The Digital Board?

Firstly, we firmly believe the winners of the Digital race will be the companies that not only leverage technologies more effectively but also recognise the leadership skills that are required to transform (and operate) within a digital culture. We believe that working with The Digital Board (using our experience and proprietary assessment model) will help to ensure your teams have the right leadership skills and behaviours in place to win this race.

Our secret sauce

We have developed this proprietary leadership diagnostic tool specifically for Senior Digital and Technology Leaders to specifically address the gap that exists. Yet, we have gone much further than simply developing a competency model, we have developed an overall assessment process underpinned by a proprietary 360 assessment product that gives both a structured and data-driven approach to assessing these leaders as well as an exceptional reporting capability. Our assessment product is extremely rigorous and secure (running in the cloud on SAP).

Understanding the senior IT/ Digital market:

The Digital Board was launched nine years ago not simply as a transactional recruiting firm but as a thought leader and provocateur in the Digital Leadership space. We were ahead of our time in assessing the gap that was emerging at Board level and brought to market a unique offering designed to help Boards understand and navigate the Digital imperatives.

Track record of success

We have worked on over 130 senior mandates since our inception. Without exception, we have delivered on every one of those projects - 100% audited track record of success. These projects have involved assessing candidates from all parts of the globe and across almost every industry vertical from fashion and luxury retail to pharmaceutical, wholesale and beyond.

Our Big 5 Differentiators

1. Firstly, our philosophy starts with how we recruit our own people

Our client teams are often made up of a mix of executive Search Partners as well as industry leads from Chief Information Officers, Management Consultants and HR Business Partners. Operating together, we believe we can offer our clients an unparalleled level of expertise, combining the assessment of both the leadership and culture fit, alongside their deep domain expertise.

5. Everything else boils down to exceptional client and candidate communication.

Read our testimonials. We are often called out for our exceptional candidate and client management approach (from start to finish)

The BIG
5
differentiators

2. It's fair to say we are thorough.

We take the time to learn about your organisation; from understanding the culture and the values that underpin it to the organisation dynamics and leadership structure that supports it. We also take time to understand what the key performance indicators are for success in the role as well as they critical competencies and behaviours that you look for in successful leaders.

4. Our assessment is world class and unparalleled.

Our assessment process is rigorous, and our model looks at 9 leadership competencies required of the modern Digital Technology leader – six EQ and three IQ. Each are underpinned by a set of behavioural indicators that can be scored 1-5.

3. Our research is second to none.

Our founder spent many years in a Tier 1 Executive Search firm and has instilled a critical research mentality into our business. Not only do we produce detailed candidate target maps, we also target, track and record detailed diversity reports so you can understand the depth of diverse talent available in each of the key disciplines you are looking to recruit for.

> I've been working with Bryan and the team @TheDigitalBoard for almost 10 years now. Without question, they are the most informed headhunting firm out there for Digital and Technology leaders. Delivering digital transformation within global companies which operate at scale and with inherent complexities can be challenging, but Bryan's team were more than up to the task and successfully delivered on every mandate we gave them - a 100% track record of success''

**- ANTHONY ROBERTS,
ENTREPRENEUR, INVESTOR AND BUSINESS ADVISOR, EX GROUP CIO WALGREENS BOOTS ALLIANCE**

What makes a world class
Digital & Technology leader?

The single most important element is of course to fit your organisation's culture. Beyond that, it's all about balancing the right leadership competencies for the role. And, for these roles, balancing EQ and IQ is essential. We have interviewed over 6000 leaders and have broken this down into 9 specific competencies (see below),

Impact & Influence

Dynamic Influencing, Creates a Compelling Vision, Executive Presence, Builds Trust, Adaptability, Resilience, Courage

Simplifying & Reducing Complexity

Simplified Complex Issues, Able to Create a Simple Narrative of Complex Situations, Goes Beyond Factual Analysis of Problems, Able to Grasp New Concepts and Models Quickly

Leading Through Ambiguity

Instils Confidence Through Uncertainty, Provides Strong & Dynamic Leadership, Confronts & Overcomes Resistance, Able to Shift Gears

Emotional Intelligence

Self Aware, Calm Authority, Self Control, Sociable, Humility, Detailed & Neat, Able to Perceive and Respond to Others

EQ

People Leadership

People Development, Leading Change, Managing Others, Teamwork, Delegation, Strategic Vision, Creativity & Innovation

Change Management

Takes People With Them, Identifies Support for Change, Assesses Organizational Readiness for Change, Takes Accountability for their Actions, Challenges Conventional Wisdom, Overcomes Resistance

IQ

Modern Technology Adoption

Design Thinking, Digital DNA, Innovation, External Market Awareness, Exploring New ideas/ Ways of Working, Ability to Influence Towards a Digital Culture

Driving Commercial Outcomes

Strong Commercial Awareness, Cost Optimisation, Uses Tools to Measure ROI and Cost Benefits Realisation, Regulatory Understanding and Adherence, Accountability and Financial Transparency

Enterprise IT Delivery

Strong Programme Governance, Exposure to Multiple Technology Domains, Enterprise Architecture & Roadmaps, Leading on Cyber, Strategic Partnering, Risk Management

Read how we assess Senior Digital and Technology Leaders

With over 20 years dedicated to the technology leadership space, we know that CIOs, CDOs, CTOs (as well as broader technology leaders) are among some of the most in demand leaders in the global talent candidate market place. Add to that, they are without question, some of the most challenging leaders to assess (striking the right balance of technical, commercial with leadership and influencing skills). And, if you look at the churn rate (average tenure of a CIO is 3.5 years) and the extremely poor succession planning (most replacement roles go out to Executive Search) the current approach is clearly not working.

We have assessed over 6000 senior technology leaders in over 20 countries, across multiple industry sectors and cultures. In doing so, we have taken the time to understand both the critical competencies and behaviours required to be successful and moreover how to assess these. Yet, we have done much further than simply developing a competency model, we have developed **a proprietary 360 assessment product** that gives both a structured and data-driven approach to assessing these leaders as well as an exceptional reporting capability.

Our assessment product is extremely rigorous and secure (running in the cloud on SAP). The models itself is based on 9 leadership Competencies (six EQ and three IQ) that have been uniquely curated based on these unique individuals. Each competency is further underpinned by a set of 10 behavioural indicators that each can be scored on a maturity rating, between 1-5.

In short, we wanted to help our clients make more informed decisions using actual (and relevant) data when it comes to either appointing people into their roles, helping teams work together and/ or developing their senior leaders towards more modern/agile ways of working. **With a background of +20 years in senior technology hiring and assessment, we have focused our efforts in understanding this space.**

Executive Search Process Overview

Discovery

Assignment Briefing

Research & Outreach

Qualification

Assessment

Referencing & Shortlisting

Client Interview
Management

Offer Management

Onboarding & Integration

Client
Testimonials

Get in touch

To learn more about how we can help you

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Visit: www.thedigital-board.com