

BLOGS & THOUGHT LEADERSHIP

Executive Search / NED Career Article

Thought-leadership article for senior executives

Writing for a senior audience without making the content feel academic.

THE BRIEF	Create a useful, authoritative article for directors and CEOs considering a future Non-Executive Director career.
MY ROLE	Research-led long-form copy, article structure, practical advice and conversion CTA.
AUDIENCE	Directors, CEOs and senior executives considering a future portfolio or NED career.
APPROACH	Structure the subject as a practical five-step roadmap, balancing career aspiration with the realities of governance, crisis management and the shift from operational to advisory leadership.

PORTFOLIO NOTE

This PDF contains selected extracts from a longer article. The extracts have been chosen to demonstrate the subject framing, structure, tone and style of the copy without reproducing the complete piece.

01 / LONG-FORM COPY SAMPLE

A practical roadmap for a senior audience

The article establishes the complexity of the transition before giving the reader a clear framework to follow.

ACTUAL PROJECT COPY - SELECTED EXTRACTS

A 5-Step Roadmap For Any Director or CEO Considering a Future Non-Executive Director Career

Transitioning to a Non-Executive Director (NED) role requires careful consideration and preparation, and goes far beyond having a robust professional background or a commendable reputation in the C-suite.

Outlined below are 5 strategic steps tailored for CEOs contemplating a shift into a NED position:

1) Embrace the Challenges

Transitioning from an operational leader to a NED necessitates a significant shift in mind-set and mode of working. Unlike operational roles that entail direct action, NED roles revolve around advisory functions.

2) Engage with Senior Leaders

3) Board Membership

END OF COPY EXTRACT

THE THINKING BEHIND THE COPY

Selected sections are shown in context to demonstrate how the article moves from a strong reader-facing premise into useful detail and a commercially relevant next step.

02 / LONG-FORM COPY SAMPLE

Build authority through useful detail

The later sections keep the article practical, covering development programmes and the realities of a professional NED route.

ACTUAL PROJECT COPY - SELECTED EXTRACTS

4) Enrol in NED Development Programs

Beyond conventional educational pathways like an MBA, specialised NED development programs are indispensable for navigating the intricacies of non-executive roles.

5) Professional NED Consideration

While the allure of a better work-life balance might seem compelling, the challenges, especially in navigating private equity mergers and acquisitions, should not be underestimated.

As always, the earlier and more prepared you are, the better will be your choices and outcomes, so please get in touch if you'd like an informal chat on the best way forward.

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