

OnBoardingOfficers

Building High Ranking Boards

## The Non-Executive Director Programme

TQUK Level 6 Certificate in Strategic Planning  
and Leadership (RQF)



Alongside our exclusive community, which is specifically for exiting military officers, we will equip you with the **translation guide, resource and support** to help you become a world-class Non-Executive Director.

**Are you a senior officer thinking about your career post-service? If yes, have you considered a board appointment as a Non-Executive Director or Consultant?**

There is no denying your military experience will have prepared you already for such a role, the challenge is learning how to transfer your existing skillset into this new environment. For example, you may have had experience in making critical decisions, leading complex projects and situations, communicating to all levels of the team, displaying empathy and having a strong EQ. It's these skills that could provide some clear focus and structure to many boardrooms including those in a commercial setting, a blue-chip company, or a not-for-profit, or charitable organisation.

All you need to make the transition are your innate skills plus a robust understanding of the business world and the types of opportunities that would be your perfect fit.

The Non-Executive Director Programme can jump start your new career as a Non-Executive Director (NED) across many industries.

You will start with our five-day insight programme which delivers all the information you will need in three structured modules, designed to launch your adventure as a NED, enabling you to make a valuable contribution in your new role.

The modules will cover:



The Role of the Non-Executive Director  
[2 days]



Finance for the Non-Executive Director  
[1.5 days]



Marketing & Strategy for the Non-Executive Director  
[1.5 days]

Following the five-day programme, you will continue to be supported by the tutors if you wish, whilst having access to our Ambassadors (all exclusively ex-officers from across the services who have successfully transitioned into the commercial world) and Super NEDs (who are serial NEDs and provide support and guidance pre and post appointment).

You will also gain access to Boardroom Links and Board Observations, which are exclusive opportunities for you to sit and observe 'real-life' board meetings plus access to new and under the radar NED appointments.

## Programme Learner Outcomes

### The Role of The Non-Executive Director

The role of the Non-Executive Director is becoming more and more relevant in a business world that must not only be ready, willing, and able to react with speed and efficiency, but one that needs to be constantly attuned to the ever-changing risks attached to exemplary business performance.

In this module you will:

- Understand the role of the NED in the boardroom.
- Understand the risks and the rewards associated with the role.
- Understand the skills required to maintain your position as a NED.
- Understand the importance of an elevator speech and how to sell yourself in the NED market.
- Understand the different roles a NED may undertake.
- Understand how a board can help bring about constructive change to the organisation.
- Understand the legal position of a NED and how to build a risk management process.
- Learn how to deal with challenging situations in a NED position.
- Understand how to identify initial success factors at the start of your NED journey.

### Finance for the Non-Executive Director

Whilst as a NED you are not expected to be a financial genius, all directors including NEDs must have a substantial understanding of finance (including NEDs in a profit or a not-for-profit organisation). Though you won't be expected to create the principle financial documents, you must be able to read and understand them.

In this module you will:

- Understand how to interpret key financial statements.
- Know how to use financial terminology, both appropriately and correctly.
- Understand what affects and what doesn't affect cash flow.
- Understand the generic meaning of ratios and how they are applied.
- Understand how perceived and actual performance can be amended legitimately.
- Understand how a budget is built.

### Marketing and Strategy for the Non-Executive Director

The role of the NED includes, amongst other activities, challenging the company strategy and marketing plan. It also includes bringing new ideas into the melee for debate and discussion. Whilst there is rarely a right or a wrong approach to such matters, it is critical to understand the approaches to these key board tasks.

In this module you will:

- Understand how to constructively challenge the current strategy and marketing positioning of an organisation.
- Understand how to ensure efforts are focused to maximise the return on the investment in marketing and strategic goals.
- Understand the importance of incorporating market feedback into marketing plans to gain a competitive advantage.
- Understand communication channels that advance strategy.
- Understand how to manage strengths and weaknesses in business.
- Understand the main components of strategic thinking and risk management.
- Understand strategic models.

“A really excellent way of equipping potential NEDs from a military background with the wherewithal to find and tackle their first appointment with confidence.

- Nick Nottingham OBE, Former British Army Brigadier

## Transferable Skills

Throughout your service, it is without a doubt that you will have accumulated many skills which are essential or seriously lacking in many boardrooms across the country.

Communication, problem solving and teamwork are all examples of transferable skills because they can be applied in any employed role, but it's the unique skillset of many senior officers which lend perfectly to roles within a boardroom setting.

During our five-day insight programme, we will share with you the translation guide as to how your responsibilities, knowledge, and skills could be transferred to a commercial setting, but for example, they may include:



Having diplomatic skills that enable you to navigate conflicts & challenging conversations



Knowing the true value of camaraderie & how to build on this



Understanding the balance between hard headedness & sensitivity



Having an independent mindset & being ready to challenge



Knowledge is power, but you empower your peers, not constrain



Expertise in structuring & implementing risk management



Provide motivation to have a will to succeed



The ability to deploy framework analysis skills



The ability to see the bigger picture & think outside the box







## Why OnBoarding Officers?

OnBoarding Officers is an exclusive community for exiting military officers to help them transfer their skills into the commercial world and become world-class business leaders.

OnBoarding Officers was specifically developed to assist in positively exploiting the substantial pool of talent that exists within our elite Armed Forces personnel and increase the opportunities for those available to secure a board or an executive appointment.

The Non-Executive Director Programme has been specifically tailored for exiting officers, who wish to resettle and learn how to successfully transfer their skillset whilst receiving post-programme support via our Community. Following the programme, ongoing support and resources are available in our Community which includes:

-  **Allies** - This includes our group of Super NEDs, who are there to specifically support those seeking a non-executive director role, our Ambassadors, who are all exclusively ex-officers from across the services and are there to help and support wherever required and our Mentors, who will be available to mentor those who seek extra support post-cohort.
-  **Boardroom Links** - Within Boardroom Links, you will have access to two unique offerings. One aspect is access to board vacancies that are provided by our esteemed partners, and the other is the option to attend boardroom observations for our partnered organisations who work across multiple industries.
-  **Online Resources** - Following your attendance on the programme, you will gain access to our private Community area where you will find insight videos and soundbites from industry professionals, plus soft copy documents and guides that you can tailor and utilise within your new role.
-  **Private LinkedIn Community** - You will be invited to join our private LinkedIn group which allows everyone to keep in touch, whilst also being updated with tailored posts regarding opportunities, news, and upcoming events.

## Awards & Recognitions

Although our programme has only been running for a relatively short time, we are extremely proud to have received the following industry recognitions:



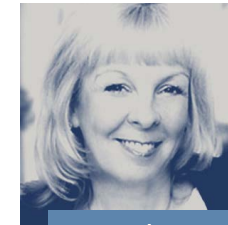
Finalist for British Ex-Forces  
In Business Initiative of the  
Year Award 2022 & 2021



Finalist for Northern  
Leadership Awards Best  
Leadership Programme 2021

## Tutors

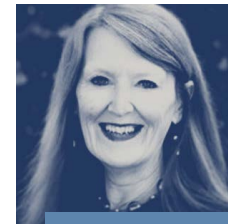
The Non-Executive Director Programme is delivered by award-winning and highly experienced tutors, all of whom are experts in their field.



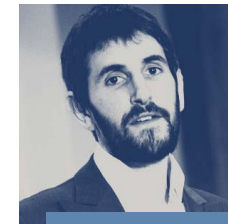
**Jo Haigh**  
The Role of the Non-Executive Director



**Poonam Kaur**  
Finance for the Non-Executive Director



**Alison Kennedy**  
Finance for the Non-Executive Director



**Grant Leboff**  
Marketing & Strategy for the Non-Executive Director



**Chris Hughes**  
Marketing & Strategy for the Non-Executive Director

## The OnBoarding Process



“ Thank you for your time and pulling together what is a great programme. It was the best course that I have done in this arena and the way the tutors put across such difficult subjects was world-class.

- Paul Jaques CB CBE, British Army Lieutenant General

## Upcoming Cohorts

All of our five-day Non-Executive Director Programme cohorts will be taking place in London, unless stated otherwise at the point of enquiry.



### Cohort One

Monday 4<sup>th</sup> to Friday 8<sup>th</sup>  
March 2024

## Pricing & Funding

The cost to attend the Non-Executive Director Programme: TQUK Level 6 Certificate in Strategic Planning and Leadership (RQF) is £2,500.

ELCAS funding is available for this course.

For those eligible, providing you use your full ELCAS credits (£2,000) against the cost of the programme, your personal contribution will be £500.

**ELCAS Provider ID** – 11734 (OnBoarding Group Limited).

**ELCAS Course Code** - NEDL6

## Assessment

As part of the programme, you will work towards receiving a TQUK Level 6 Certificate in Strategic Planning and Leadership (RQF) which is regulated by Ofqual.

You will be inducted onto the assessment on the first day of the cohort and continue working on your written questions post-cohort, via an online assessment portal. Tutor support will be available throughout and feedback will be provided following unit submissions. We anticipate the assessment should take no longer than 12 months to complete.

Looking to **further your career** in a full-time role rather than a number of non-executive director appointments?

If yes, then our four-day Executive Programme may be more suitable.

If you're an officer, reservist or warrant officer considering transitioning into a commercial executive, managerial or director position, there is no denying your existing military training and experience will definitely have had parallels with a corporate setting, but it's understanding how to transfer your skills into this new environment.

All you need to make the transition are your innate skills plus a robust understanding of the business world and the types of opportunities that would be your perfect fit.

The Executive Programme can jump start your new career as an executive, manager or director across many industries.

You will start with our four-day insight programme which delivers all the information you will need in four structured modules, designed to launch your new journey, whilst enabling you to make a valuable contribution to your new role.

The modules will cover:



Business Functions  
& Principles for  
Business Leaders

[1 day]



Strategy  
Essentials for  
Business Leaders

[1 day]



Marketing  
Principles for  
Business Leaders

[1 day]



Financial  
Essentials for  
Business Leaders

[1 day]

Following the four-day programme, you will continue to be supported by the tutors if you wish, whilst having access to our Ambassadors (all exclusively ex-officers from across the services who have successfully transitioned into the commercial world) and Mentors (who are on hand to provide support and guidance pre and post appointment).

To learn more please visit [www.onboardingofficers.co.uk](http://www.onboardingofficers.co.uk) or get in touch via email at [info@onboarding-group.com](mailto:info@onboarding-group.com).

## Have a question or would like to learn more?

Please get in touch via one of the following:



[www.onboardingofficers.com](http://www.onboardingofficers.com)



[info@onboarding-group.com](mailto:info@onboarding-group.com)



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