Building a Successful Board

October 29, 2019

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CEO/President & Lead Consultant
I. Welcome & Introductions
II. Successful vs. Exceptional Boards
III. Development Cycle
IV. Board Development Assessment
V. Creating A Culture of Growth
VI. Take-Aways/Session Wrap-up
Name
Agency You’re Here Representing
How do you serve this agency? (ex: staff, board member, volunteer, consultant)
What is one question you want to have answered today?
Framing Our Session

- Disclaimer
- Safe Container
- Words Matter
- Conflict Transformation
- Permission Slips
The Ultimate Goal: Exceptional Boards

Dysfunctional
- Dramatic disengagement, conflict

Functional
- Of no real consequence

Responsible
- Compliant

Exceptional
- Anticipates, plans, sees opportunities

Unconscious	Conscious	Enlightened
Board Development Principles

* Board development is no longer about who you know, but what you NEED.
* Find the right person, not just the right qualities.
* MUST include succession planning (term limits, chair/president elects, etc.)
* Is a journey, NOT a destination.
Board Development is ONGOING

Identify
Cultivate
Recruit
Orient
Involve
Educate
Evaluate
Rotate
Celebrate!
<table>
<thead>
<tr>
<th>Constructive Chief Executive/Board Partnership</th>
<th>• What does the ED/Board relationship look like?</th>
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<tr>
<td>Mission Driven</td>
<td>• How do we communicate, measure and demonstrate our mission work?</td>
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| Strategic Thinking                              | • What is our strategic plan?  
 • Is it realistic and frequently communicated? |
| Culture of Inquiry                              | • What is our agency culture?  
 • Are we promoting thoughtful analysis? |
| Independent Mindedness                          | • Are there any conflicts of interest?  
 • What is our COI policy? |
| Ethos of Transparency                           | • Do staff, board and others have access to governing documents? |

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Striving for Exceptionality

**Compliance and Integrity**
- What policies and procedures exist to ensure the agency stays ethical and compliant?

**Sustaining Resources**
- What is our fundraising or development plan?
- How does it relate to the strategic plan?

**Results Oriented**
- How do we measure success?

**Intentional Board Practices**
- Is there a culture of board development? Are there procedures in place to help us work towards exceptional?

**Continuous Learning**
- Are there board orientation and communication processes in place? Is there board evaluation occurring?

**Planned Revitalization**
- Are term limits in place? Are recruiting processes ongoing? Do we plan for board and officer succession?

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Board Member Hats

- What are some hats board members wear?
- How do they know which hat they’re wearing?
- What hats are most necessary for an exceptional board?
Board Development Assessment

• In what ways does your current board development work? How do you know?

• What does the ideal board member “look” like?

• Describe the ideal “gold standard” of board development. What actions would it take to get you there?
Where do I find good board members?

Information Gathering:
- Candidate profile
- Board Member application (To Resume or Not to Resume)
- Referrals
- Your Board 411

Questions to Ask:
- How will we best get them caught up to speed?
- What’s our feedback loop for their service experience?
- How many do we need?
- How do we make room for more?

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Why are you interested in serving our mission/agency?
If you have served or are serving on other boards, please share with us your experience. What did you find most rewarding? Most challenging?
What do you want your legacy of service to be?
Why Board Culture Matters

It can impact:

* Recruitment
* Retention
* Engagement
* Fundraising
* Accountability
* Productivity
* Public Perception
* Diversity
* Morale

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How to Create a Culture of Continual Board Growth

- Strategic learning opportunities in board meetings
- Sharing of resources and best practices
- Actively promoting peer-to-peer connections
- Trainings in-between meetings
- Board Development Committee leading the charge
- Specific focus on building board culture
Cultivating Potential Board or Committee Members

- In your own words, what is your mission and how are you personally connected to it?
- Who are your clients and why is it important you serve them well?
- What is a tangible success you’ve had in 2019? Why was it important for you
- How can I get involved in this success?
Final Thoughts

* Parking lot revisit.
* The truly educated never graduate.
* Aim for exceptional.
* Be where your feet are.
* Engage new board members.
* Empower committees, task forces or work groups.
* Interview board members on a regular basis.
* Make board assessment part of your culture.
* Begin with connection & conversation, not prescription.
* Ask for **AND** share resources!
Put It Into Action

What’s one thing you can take from today and put into action with your board development?
Board Governance & Empowerment Resources

- BoardSource (boardsource.org)
- Board Effect (boardeffect.com)
- Independent Sector (independentsector.org)
- Bridgespan (bridgespan.org)
- CompassPoint (compasspoint.org)
- Network for Good (networkforgood.com)
- Nonprofit Risk Management Center (nonprofitrisk.org)
- Nonprofit Technology Network (nten.org)
- National Council of Nonprofits (councilofnonprofits.org)

- Florida Nonprofit Alliance (flnonprofits.org)
- Guidestar (Guidestar.org)
- Carol Weisman, Board Builders (boardbuilders.com)
- Gail Perry, Fired Up Fundraising (gailperry.com)
- Joan Garry, Joan Garry Consulting (joangarry.com)
- Fundraising Success: Board Engagement & Empowerment in the Process
- Alliance for Justice Bolder Advocacy Initiative (bolderadvocacy.org)
Thank you!

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For FREE resources visit: www.ConnectforMore.com
To schedule a FREE 30-minute consultation:
laura@connectformore.com

* Board & Organizational Development *
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* Coaching & Ongoing Support *
* Philanthropic Advising *