

BOARD – CENTERED LEADERSHIP:

FIVE PRINCIPLES TO BETTER ENGAGE YOUR BOARD



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THE TYPICAL ENGAGEMENT PROCESS

- Recruitment
- Orientation
- Let Your Forms Do the Explaining
- Give Them Something to Do
- Board Meeting
- Board Evaluation



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RELATIONSHIP + ACTION ENGAGEMENT



5 PRINCIPLES OF BOARD-CENTERED ENGAGEMENT

- It starts with you
- Create a culture of engagement
- Improve communication
- Cultivate and maintain relationships
- Discover and develop talent



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PRINCIPLE #1 IT STARTS WITH YOU

- Lead by example
- Orchestrate engagement
- Head, heart and gut
- Recruitment
- Orientation
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- Board Evaluation



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ASK THE RIGHT QUESTIONS



ASK THE RIGHT QUESTIONS... OF YOURSELF

What is my mindset?

What's important to them? How can I support that?

When was the last time I genuinely thanked them and *meant it*?

How often are there social opportunities to strengthen relationships?

What do I know about them outside of their board work?

Do I treat them as well as I do our major donors – whether they are or not?

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PRINCIPLE #2 CREATE A CULTURE OF INCLUSION

- It's not all up to you
- Ensemble Cast
- Stop the Compliments – Show Gratitude
- Recruitment
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PRINCIPLE #3 IMPROVE COMMUNICATION

- Vary / personalize methods
- Share the good, the bad, the ugly
- Keep connection between meetings
- Recruitment
- Orientation
- Let Your Forms Do the Explaining
- Board Evaluation
- Give Them Something to Do
- Board Meetings



PRINCIPLE #4 CULTIVATE AND MAINTAIN RELATIONSHIPS

- Make time
- One person at a time
- Get out and have some fun!
- Recruitment
- Orientation
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PRINCIPLE #5 DISCOVER AND DEVELOP TALENT

- Cultivate talent
- Put a process in place
- Evaluation: Individual / whole board
- Recruitment
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START THINKING ABOUT WHO!

Key Leader Position	Current Leader	Potential Successors	2017	2018	2019
Chair					
Past Chair					
Chair Elect					
Treasurer					
Secretary					
Chair, Fundraising Committee					
Chair, Governance Committee					
Chair, Finance Committee					

ASK THE RIGHT QUESTIONS



ASK THE RIGHT QUESTIONS... OF THEM

Why did you join this board?

How do you see yourself supporting our goals next year? What support do you need?

What do you enjoy most about your board experience?

What concerns you the most?

Do you think we're measuring the right things?

How well do you feel we accomplished our board goals this past year?

How well do you know other board members?

JUST ONE THING

What's the **one thing** you're willing to commit to in the next week that will drive stronger board engagement?

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