



# Building a Successful Board

*October 29, 2019*

Facilitated by Liz Wooten-Reschke, MPA CGT CDTLF  
CEO/President & Lead Consultant

**CONNECT  
FOR MORE**

ENGAGED LEADERSHIP. EMPOWERED PHILANTHROPY.  
MISSION ACCOMPLISHED.

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

©2019 All Rights Reserved

# Agenda

- 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

# Introductions

- 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?

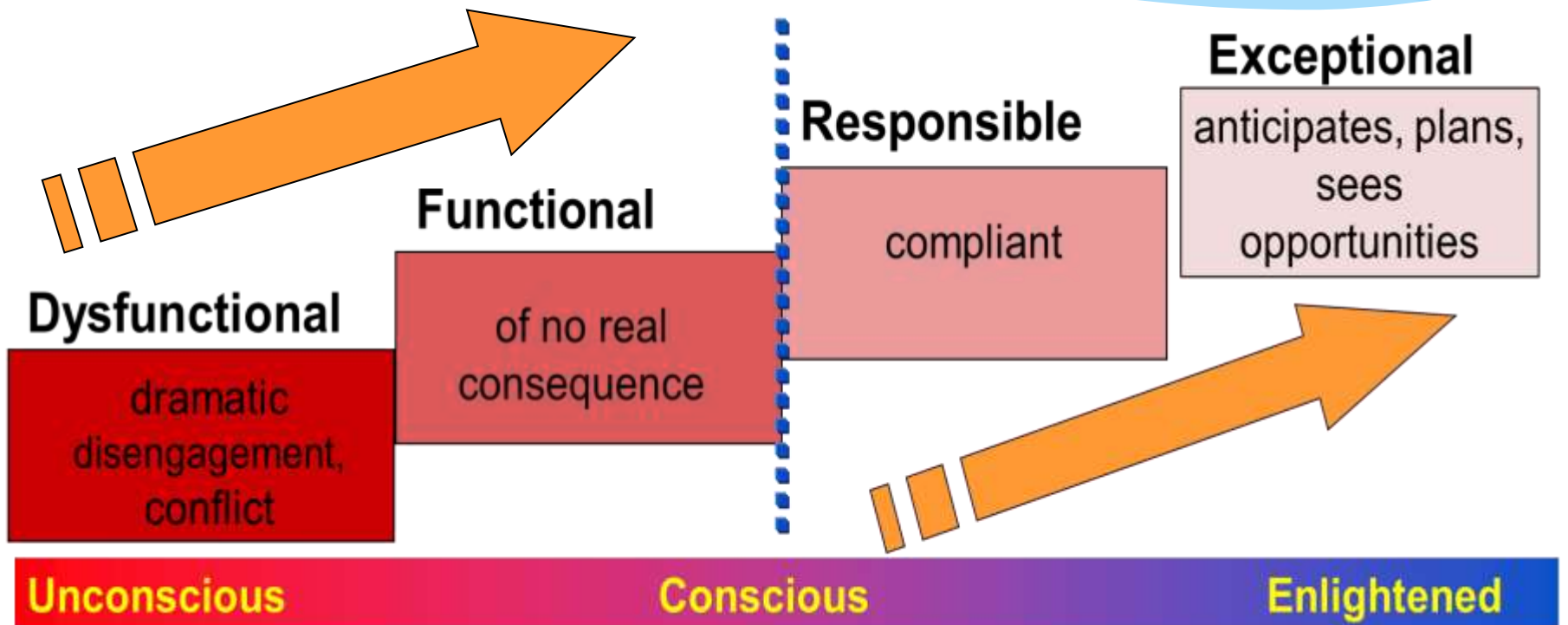
# Framing Our Session

- ✓ Disclaimer
- ✓ Safe Container
- ✓ Words Matter
- ✓ Conflict Transformation
- ✓ Permission Slips



**CONNECT  
FOR MORE**

# The Ultimate Goal: Exceptional Boards



# 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



# Striving for Exceptionality

## Constructive Chief Executive/Board Partnership

- What does the ED/Board relationship look like?

## Mission Driven

- How do we communicate, measure and demonstrate our mission work?

## 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?

©2018 BoardSource, All Rights Reserved



# 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?

©2018 BoardSource, All Rights Reserved

# 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?

# Board Member Orientation: Intentional Board Service

- 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





# 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?



©2019 All Rights Reserved

**CONNECT  
FOR MORE**

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



# 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](http://boardsource.org))
- Board Effect ([boardeffect.com](http://boardeffect.com))
- Independent Sector ([independentsector.org](http://independentsector.org))
- Bridgespan ([bridgespan.org](http://bridgespan.org))
- CompassPoint ([compasspoint.org](http://compasspoint.org))
- Network for Good ([networkforgood.com](http://networkforgood.com))
- Nonprofit Risk Management Center ([nonprofitrisk.org](http://nonprofitrisk.org))
- Nonprofit Technology Network ([nten.org](http://nten.org))
- National Council of Nonprofits ([councilofnonprofits.org](http://councilofnonprofits.org))
- Florida Nonprofit Alliance ([flnonprofits.org](http://flnonprofits.org))
- Guidestar ([Guidestar.org](http://Guidestar.org))
- Carol Weisman, Board Builders ([boardbuilders.com](http://boardbuilders.com))
- Gail Perry, Fired Up Fundraising ([gailperry.com](http://gailperry.com))
- Joan Garry, Joan Garry Consulting ([joangarry.com](http://joangarry.com))
- Fundraising Success: Board Engagement & Empowerment in the Process
- Alliance for Justice Bolder Advocacy Initiative ([bolderadvocacy.org](http://bolderadvocacy.org))



**CONNECT  
FOR MORE**

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

# Thank you!

Liz Wooten-Reschke, MPA CGT CDTLF  
President/CEO & Lead Consultant

For FREE resources visit: [www.ConnectforMore.com](http://www.ConnectforMore.com)

To schedule a FREE 30-minute consultation:

[laura@connectformore.com](mailto:laura@connectformore.com)

\* Board & Organizational Development \*

\* Workshop & Retreat Facilitation \*

\* Coaching & Ongoing Support \*

\* Philanthropic Advising \*

