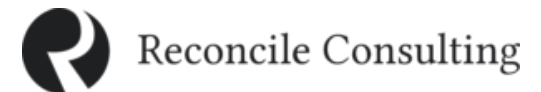


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STRATEGIC
CONSULTANTS

*Strategic Leadership
Conference
Tuesday, October 4th, 2022*



Board Development Strategies for Success



CARL L. WILLIAMS SR.


OCTOBER 4, 2022



Your presenter:

Carl L. Williams Sr., B.S., MA.Ed., Ph.D (ABD)

- Husband & Father
- Founder, President & Chief Energy Officer at 20/twenty Strategic Consultants
- 20+ years as a Trainer and Educator
- CEO, Professor, Chair, Nonprofit Executive Director, Pastor
- Served on more that 20 Nonprofit Boards
 - Board Service: Community Foundation of Louisville, Volunteers of America Mid-States, Teach Kentucky,

A group of business professionals in a meeting. A woman in a grey blazer is pointing at a tablet held by a man in a dark suit. Another man in a dark suit and tie is visible on the left. There are coffee cups on the table. The background is a bright, out-of-focus office space.

An Effective Board of Directors is Key to a Successful Nonprofit

Key Objectives for today's Learning Opportunity:

Understand

Participants will understand the board's role in supporting the nonprofit

Learn

Participants will learn how to utilize certain tools to assist in board development and recruitment

Gain

Participants will gain new strategies for board onboarding and orientation that support effective governance

Develop

Participants will develop action steps they can take to strengthen their board bench strength creating a clear vision for the path ahead.

The Board of Director's Role



What Does
Good
Governance
Look Like?

Did you know?

* A board of directors of a non-profit has three primary legal duties:

1. **Duty of Care**

Take care of nonprofit by:

- ensuring prudent use of all assets, including facility, people, good will etc.
- securing necessary resources for financial sustainability
- establishing and cultivating organizational culture

Did you know?

* A board of directors of a non-profit has three primary legal duties:

2. **Duty of Loyalty**

Align with non-profit by:

- ensuring activities and transactions are advancing the mission
- recognizing and disclosing conflicts of interest
 - Conflict of interest policy
- making decisions in the best interest of the non-profit, not individual board members
- serving as an ambassador and advocate of the organization

Did you know?

* A board of directors of a non-profit has three primary legal duties:

3. **Duty of Obedience**

Serve non-profit by:

- ensuring non-profit obeys applicable laws and regulations
- following its own bylaws
- adhering to non-profit's stated corporate purposes and mission

Other Key Roles:

Board members also play very significant roles providing guidance to nonprofits by contributing to the organization's **culture, strategic focus, effectiveness, and financial sustainability**, as well as serving as **ambassadors and advocates**. Beyond fulfilling legal duties, board members can be important resources for the organization in multiple ways.

Board Development and Recruitment

Diversity is key
for sound
strategic
oversight!

Start with an assessment of the skills, experience, and expertise of your existing board so you can identify gaps. Whether using a full self-assessment of the board or a short form “matrix,” beware of limiting your thinking:

I also recommend you throw out the old board composition matrix. Instead - ask these questions:

- **What are the three most important things for our board to accomplish this year?**
- **Do we have the right people on the board to make that happen?**

Be intentional
about
recruitment...

Start with asking what does your nonprofit need to advance its mission right now and in the future?

A board member with financial expertise?
Connections in the community? Someone familiar with the individuals served by the nonprofit?

Once you have identified the skills and experience your nonprofit needs, you're ready to identify and recruit new board members. **The recruitment process requires both "vetting" a candidate and "cultivating" the interest of a potential future board member** until he or she is ready to accept an invitation to become an ambassador and advocate for the nonprofit.



Onboarding and Orientation

KEYS TO A SUCCESSFUL BOARD TENURE!

Onboard with Vigor



Conduct an orientation and include the following:

- ☐ Your nonprofit's mission and history, and its statement of values
- ☐ Bios of current board members and key staff
- ☐ Board member job description and expectations
- ☐ Board member agreement
- ☐ Conflict of interest policy and questionnaire
- ☐ Recent financial reports and audited financials
- ☐ Bylaws and certificate of incorporation

Onboard with Vigor

Conduct an orientation and include the following:

- ☐ Policies (or board resolutions) relating to the board's role to review the CEO/executive director's compensation
- ☐ Annual report or other documents that lists the donors/grant makers that support the nonprofit
- ☐ Board roster and list of committees, their charters, and who serves on them
- ☐ Calendar of meetings for the year ahead



Best Practices

Have you considered asking a veteran board member to serve as a board buddy or mentor for a new board member?

Name tags and/or tent cards on the table at meetings are helpful so that new board members can get to know their colleagues and connect names with faces.

Some people join boards to share their professional expertise with the nonprofit. Others want to do something completely different from their normal professional life when they volunteer, so make sure to ask your new board member what s/he is most interested in before assigning new board members to committees.



Best Practices Continued

Help manage expectations of new board members by sharing a "position description" with them, tailored for your nonprofit. DO include any expectations about personal giving/fundraising efforts.

The orientation meeting itself can include a field trip to see the nonprofit's mission in action via a tour of the nonprofit's facilities - consider sharing a video if an in-person visit isn't practical.

Inviting fellow-board members, such as officers or committee chairs, to lead relevant portions of the orientation offers another way for newbies to get to know their colleagues on the board as well as the roles they play individually.





Take Action Now

CREATE YOUR PLAN FOR BOARD EFFECTIVENESS

**Thank you for
your time and
attention today!**

Thank You,



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