



BECOMING YOUR BEST
TRAINING FOR EXECUTIVE DIRECTORS

NADO  **NARC**

AUG 9-AUG 11 | AUSTIN, TX

Engaging Your Board

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Signs of Board Member Engagement



- Work with passion
- Connection to organization
- Believe they can make an impact
- Fully involved in the work
- Using their talents
- Develop productive relationships
- Perform at high levels

How do you
engage your
board members?



Engaging New Board Members Upfront

1. BUDDY SYSTEM
2. ORIENTATION PACKET
3. PERSONAL SITE VISIT
4. COMMITTEES ASSIGNMENT
5. FIRST BOARD MEETING
6. PERSONALIZE THE RELATIONSHIP
7. GET COMMITMENTS EARLY



Goals Create Engagement



- **Be sure your board members know your goals for the year.**
 - How many members do we want to gain?
 - How much funding do we want to secure?
 - How many people do we want to serve directly?
- **Be sure they know the impact of accomplishing the goals.**
 - We'll help our region to XYZ.
 - We will help hungry people get nutritious meals right here in our community.
- **Be sure every board member knows what their job is to make the plan happen.**
 - Bring in 25 new participants to annual conference.
 - Run a task force to identify XYZ
 - Serve on a governmental relations committee to strengthen relationships with elected officials.
- **Keep in touch with your board members informing them of successes.**

Creating Engagement for Meetings

1. Inform them of the good, bad & ugly
2. “Mission Moment” meeting kick-off
3. Core message battle cries
4. One-on one meetings



Take Action

12 Elements of Engagement

1. I know what is expected of me.
2. I have the info/resources I need to do my role.
3. I have the opportunity to do what I do best.
4. I have received recognition for my contributions.
5. I am respected as a person.
6. My development is encouraged.
7. My opinions seem to count.
8. The organizational mission makes my job important.
9. Fellow board members are committed to doing good work.
10. I have a trusted colleague who serves on the board.
11. Someone has communicated the progress I am making in my role.
12. I have had opportunities to learn and grow by serving in this position.

success
isn't just
about what you
accomplish
in your life
it's about what
you inspire
others to do

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