Engaging & Equipping 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?
### Onboarding: Engaging New Board Members Upfront

<table>
<thead>
<tr>
<th>Buddy System</th>
</tr>
</thead>
<tbody>
<tr>
<td>Orientation Packet</td>
</tr>
<tr>
<td>Personal Site Visit</td>
</tr>
<tr>
<td>Committees Assignment</td>
</tr>
<tr>
<td>First Board Meeting</td>
</tr>
<tr>
<td>Personalize the Relation</td>
</tr>
<tr>
<td>Get Commitments Early</td>
</tr>
</tbody>
</table>

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Goals Create Engagement

• Be sure your board members know your goals for the year.
  • How many members to we want to gain?
  • How much funding to 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. Small group discussion breakouts
5. One-on one meetings
Possible Signs that It's Time Ask a Board Member to Step Down

- Rarely show for meetings
- Show up at meetings but are not prepared
- Joined for the wrong reasons
- Take credit for work done by others
- Speak to hear own voice &/or don’t listen to others contributions
- Agree to do things but never do them or make excuses
- Copy the past rather than adding improvements & value
Addressing Board Member Presenteeism

- Gather your data
- Understand the board member’s perspective
- Determine if there is a better way they can serve
- Discuss what you have noticed/impact
- Ask if they have a plan
- Make recommendation
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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