



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

BUDDY SYSTEM

ORIENTATION PACKET

PERSONAL SITE VISIT

COMMITTEES ASSIGNMENT

FIRST BOARD MEETING

PERSONALIZE THE RELATIONSHIP

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. Small group discussion breakouts**
- 5. One-on one meetings**

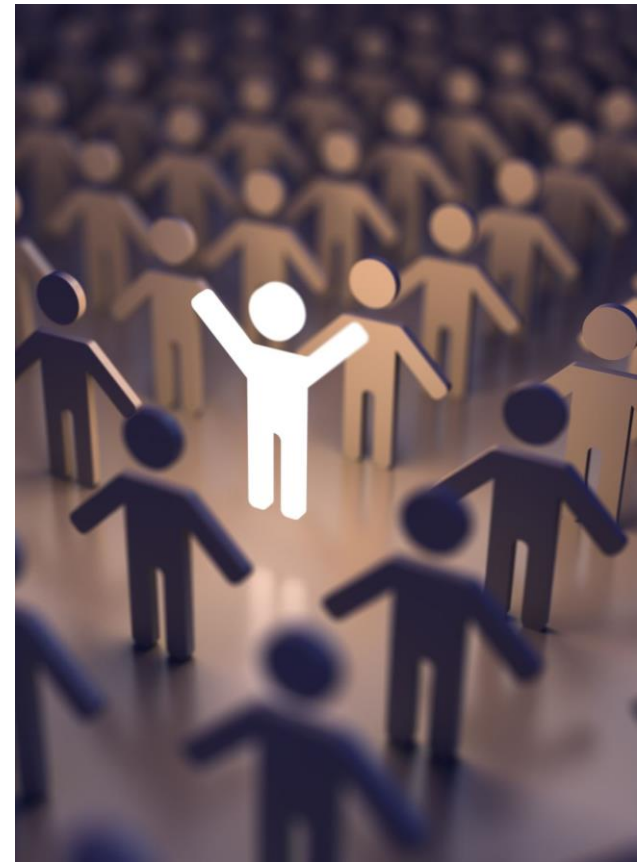


Possible Signs that Its Time Ask a Board Member to Step Down

- 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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