Today’s Session

• Online course components
• The board’s role
• Recruiting board members

➢ Strategy
➢ Leadership
➢ Brand
➢ Culture
IMPACT ON FOUR DIMENSIONS

Strategy

gather data and
engage stakeholders
IMPACT ON FOUR DIMENSIONS

- Leadership

- challenge
- peer
- learning

- assess
- support

- people who know you
  - members
  - trustees
  - committees
  - board
  - advisors
IMPACT ON FOUR DIMENSIONS

- Brand

- Healthy environment
- Thriving economy
- Vibrant community
IMPACT ON FOUR DIMENSIONS

Classical Rhetoric

- Logos – message (logic)
- Pathos – listener (emotion)
- Ethos – speaker
  - Credibility
  - Integrity
  - Goodwill
IMPACT ON FOUR DIMENSIONS

Culture

Culture eats strategy for breakfast

Peter Drucker
IMPACT ON FOUR DIMENSIONS

IMPACT
IMPACT ON FOUR DIMENSIONS

- Strategy
- Leadership
- Culture
- Brand
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- Strategy
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IMPACT ON FOUR DIMENSIONS

- How robust is each of our circles?
- How much do your circles intersect?
IMPACT ON FOUR DIMENSIONS

Strategy

- Proactive or responsive?
- Are we doing the right thing? Are we doing the thing right?
Do we have the leaders of the past . . . or the future?

Are we clear about our governing roles – fiduciary, strategic and generative?
What is our promise, and do we deliver?

How do we ensure we remain relevant and important in the future?
Are we intentional in our culture?

Do we live our values as a part of our culture?
Are these dimensions integrated?
Questions?