

Recruiting the Board You Really Need, with Purpose and Process
A "Capacity Building" Conference Presentation

Workshop Overview:

Are your board members full of talk and no action? Do you lack confidence in your board's follow-through? Do you wish you could ask some board members to leave?

In support of the conference's overall theme of "capacity building", the seminar will address the concepts involved with recruiting a balanced, engaged, and connected board which is critical to any organization's short and long-term success. Making sure you have the right people around the table, and that all are contributing of their time, talents, and treasures to the maximum extent possible, is the responsibility of the organization's leadership. In the seminar we'll address a number of important questions about the selection and development of board members, as well as several other important and necessary actions and activities involved with recruiting the board you really need

Logistics:

Scheduled as a 10th Annual CSM Nonprofit Institute Conference Workshop Session; Thursday 20 Feb 2020.

Workshop Outline:

Introduction to Recruiting Workshop

- What can non-profits learn from good college sports teams?
- What questions do we want you to think about?
- Your Organization and Board Responsibilities
- Things to consider when building a Board

What do you need? Who do you want?

- Where to Find Board members

The Board Member's Building Cycle

- Recruitment is a multi-step process
- Volunteers and engaging the prospects
- Understanding Board member motivations
- Developing a diverse/balanced Board

Toolkit to consider and how to use them

- Candidates and interviews
- Member training: required or optional
- How to work a sponsor programs

Looking to the future

- Is your organization ready to recruit?
- Any "One Last" Things, Q & A

Wrap-up and "Rules" to Consider

Workshop Facilitator:

Dr. J.S. (Jim) Wilson, Principal, SLOFLT Group LLC, will facilitate seminar. Wilson's broad background includes leading various defense acquisition programs and business development organizations within Raytheon Company. He is a retired Navy Captain, and holds a Doctorate in Management, in Organizational Leadership. Wilson has been involved with the support of a number of non-profit organizations. In addition to sitting on Boards at various levels of non-profits, he teaches and facilitates training for executive boards, as well as supporting the effective onboarding of new organization executives. His organization is focused on supporting strategically-led, operationally-focused leaders, and leadership teams.

Associated Workshop Resources:

The following are several resources that may assist a nonprofit board or leadership team better help themselves become a strategically-led, operationally-focused leadership team.

BoardSource (www.boardsource.org)

- Dedicated to helping increase the effectiveness of board / staff leaders
- Information, personal and organization memberships, and various learning tools

CEO Update (www.ceoupdate.com)

- The Source of Association News and Executive Careers
- Information and subscriptions

On Strategy (formerly M3 Planning) (www.mystrategicplan.com)

- Cloud-based platform and integrated toolsets for strategic plans for businesses, nonprofits, and churches
- Resources, information, and tools

NH Center of Nonprofits (www.nhnonprofits.org)

- Dedicated to providing programs and resources that support nonprofit organizational capacity building
- Strong self-assessment survey for nonprofit boards, with associated analysis tools.
- Resources, information, and tools

The Non-Profit Quarterly

- Subscribe at www.nonprofitquarterly.org
- Periodic email Newswire releases

Washington Business Journal

- Published weekly by American City Business Journals
- Includes Book of Lists, Bizleads, People on the Move

Appropriate “How to” Books:

Botelho, E.L., Powell, K.R., & Raz, T. (2018). *The CEO next door: the 4 behaviors that transform ordinary people into world-class leaders*. New York: Currency.

Collins, J.C. (2001). *Good to great: Why some companies make the leap and others don't*. New York: Harper Collins.

Crutchfield, L.R., Grant, H.M., & Case, S. (2012). *Forces for good: The six practices of high impact nonprofits* (2nd ed.). San Francisco: John Wiley & Sons, Inc.

Drucker, Peter F. (2005). *Managing the non-profit organization: practices and principles*. New York: HarperCollins.

Drucker, P.F., Collins, J., et al. (2008). *The five most important questions you will ever ask about your organization*. San Francisco: Jossey-Bass.

Heath, C., & Heath, D. (2007). *Made to stick: Why some ideas survive and others die*. New York: Random House.

Ingram, Richard T. (2009). *Ten basic responsibilities of nonprofit boards* (2nd ed.). Washington: BoardSource

Kanter, B., Fine, A., & Zuckerburg, R. (2010). *The networked nonprofit: Connecting with social media to drive change*. San Francisco: John Wiley & Sons, Inc.

Lakey, Berit M. (2007). *The board building cycle: nine steps to finding, recruiting, and engaging nonprofit board members* (2nd ed.). Washington: BoardSource.

Lubetzky, David. (2015). *Do the kind thing: Think boundlessly, work purposefully. Live passionately*. New York: Ballantine Books.

Moyers, Rick. (2012). *The nonprofit chief executive's ten basic responsibilities* (2nd ed.). Washington: BoardSource.

The nonprofit board answer book: a practical guide for board members and chief executives. (2012) 3rd ed. San Francisco, CA.

Recruiting a stronger board. (2015). Washington: BoardSource.

Rothchild, Steve. (2012). *The Non Nonprofit: For-profit thinking for nonprofit success*. San Francisco: Jossey-Bass.



