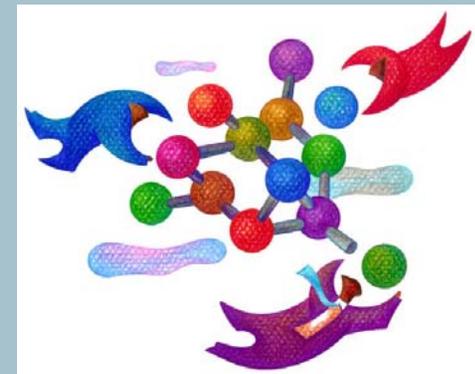




# Fostering the Engaged Board: An Interactive Dialogue for General Managers



**Presented & Facilitated by:**

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# Agenda



- **Exercise – The Ideal Board or Advisory Group**
- **Context**
- **The Engaged Board or Advisory Group Exercise**
- **Governance as Leadership**
- **Constructive Partnership**
- **Inverse Engagement Exercise**
- **Engaging Your Board -- Six Rules for the GM**

# Exercise

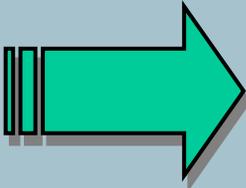


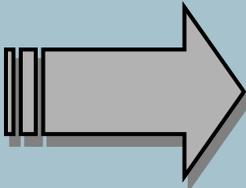
## Question:

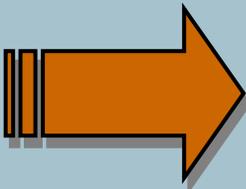
**If you could create the ideal board or advisory group for your station, what would it look like – and do?**

# Context

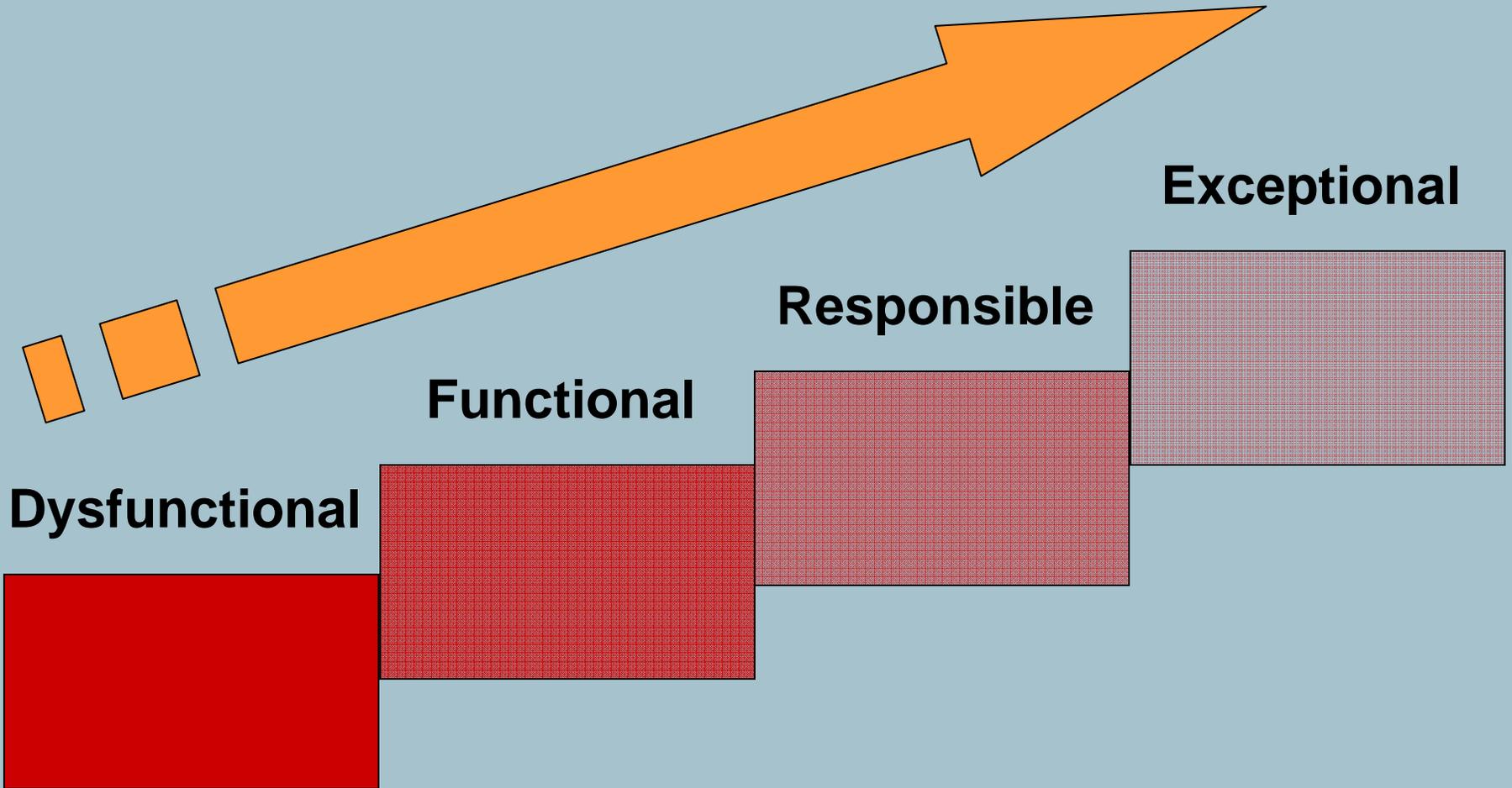


**Good**  **Great**

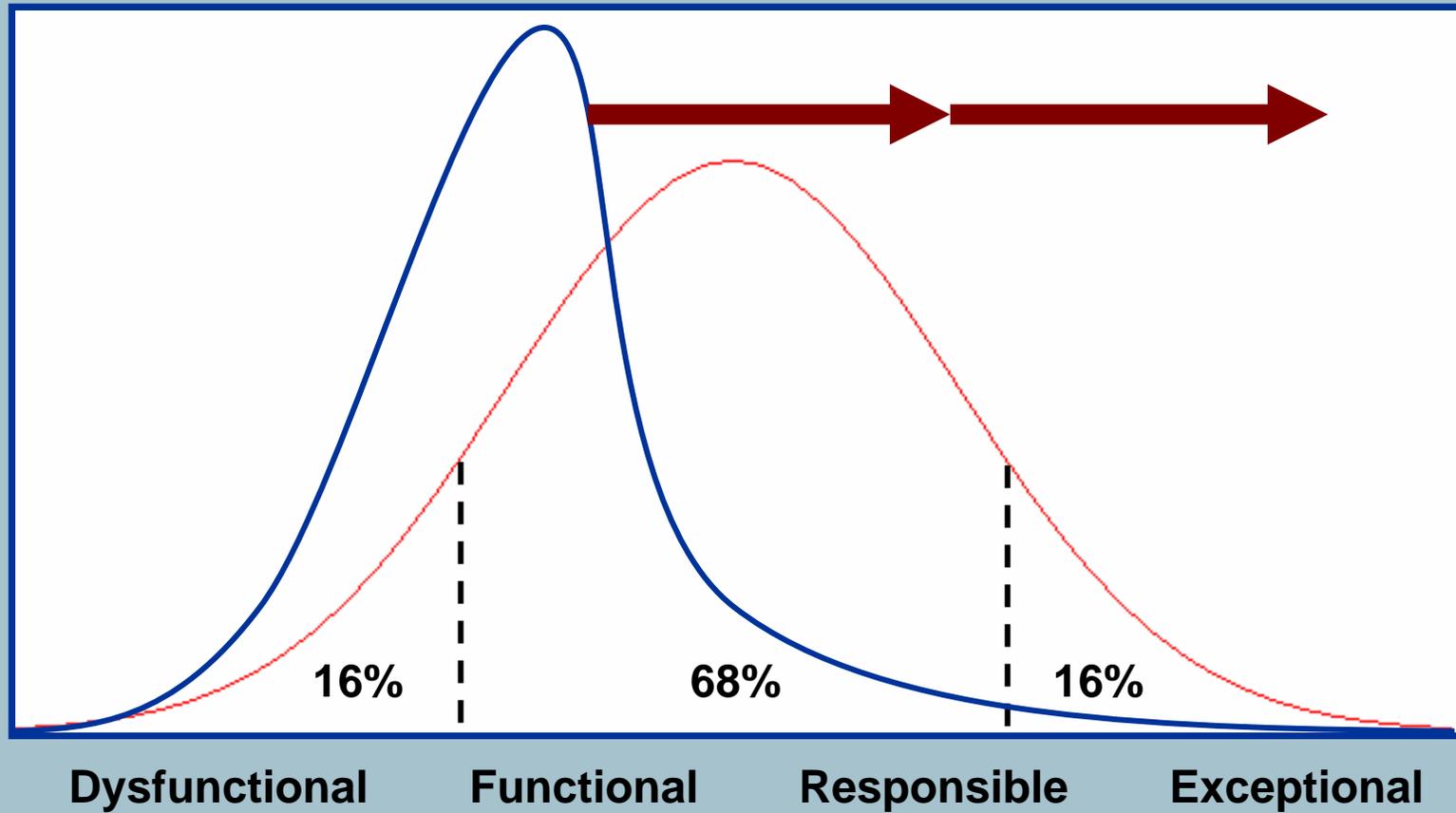
**Success**  **Significance**

**Stewardship**  **Exceptional  
Leadership**

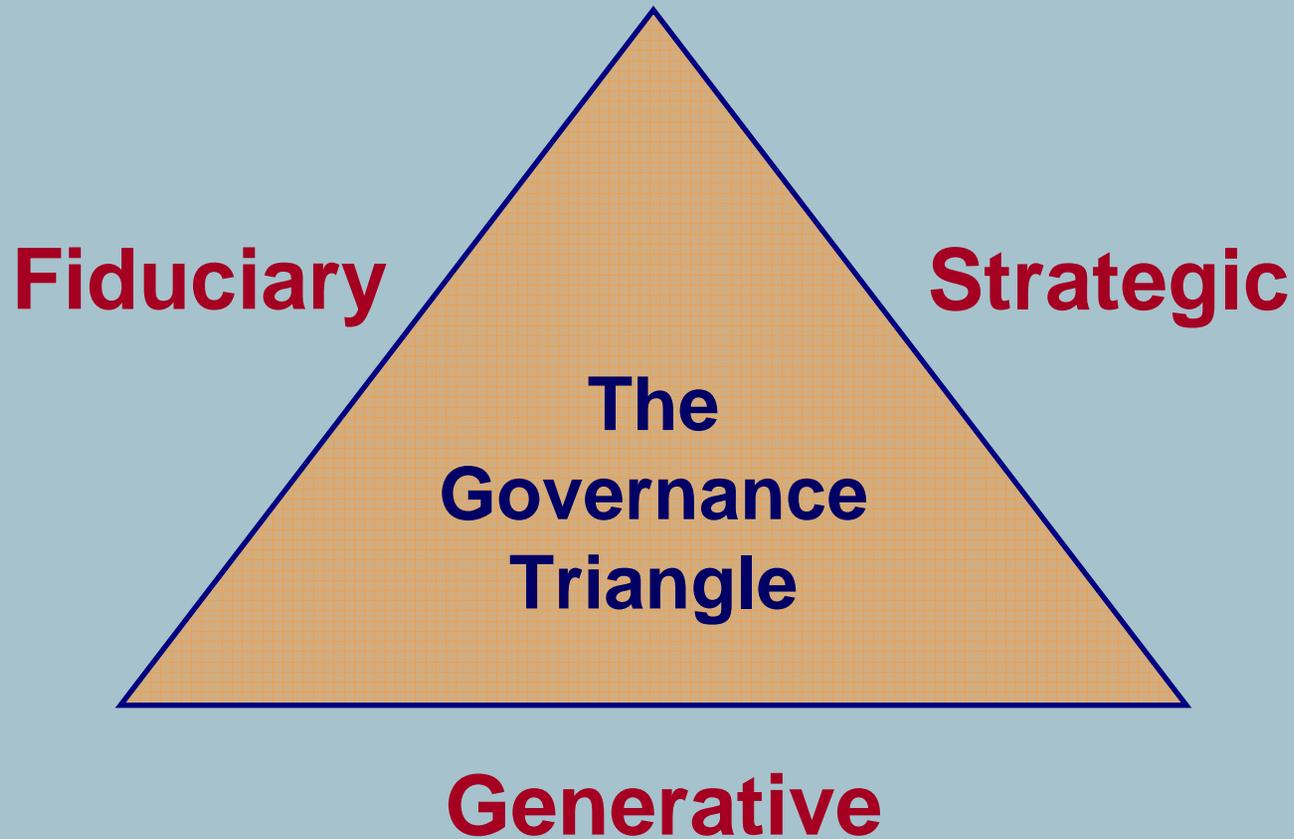
# Context



# Context



# Governance as Leadership



# Constructive Partnership



**Exceptional boards (and advisory groups) govern in constructive partnership with the chief executive, recognizing that their effectiveness and that of the GM are interdependent.**

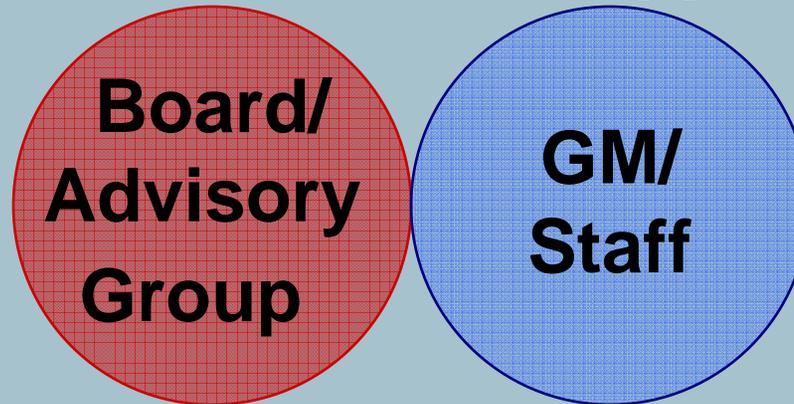


# Constructive Partnership



## Collaboration and Support – Think Tennis!

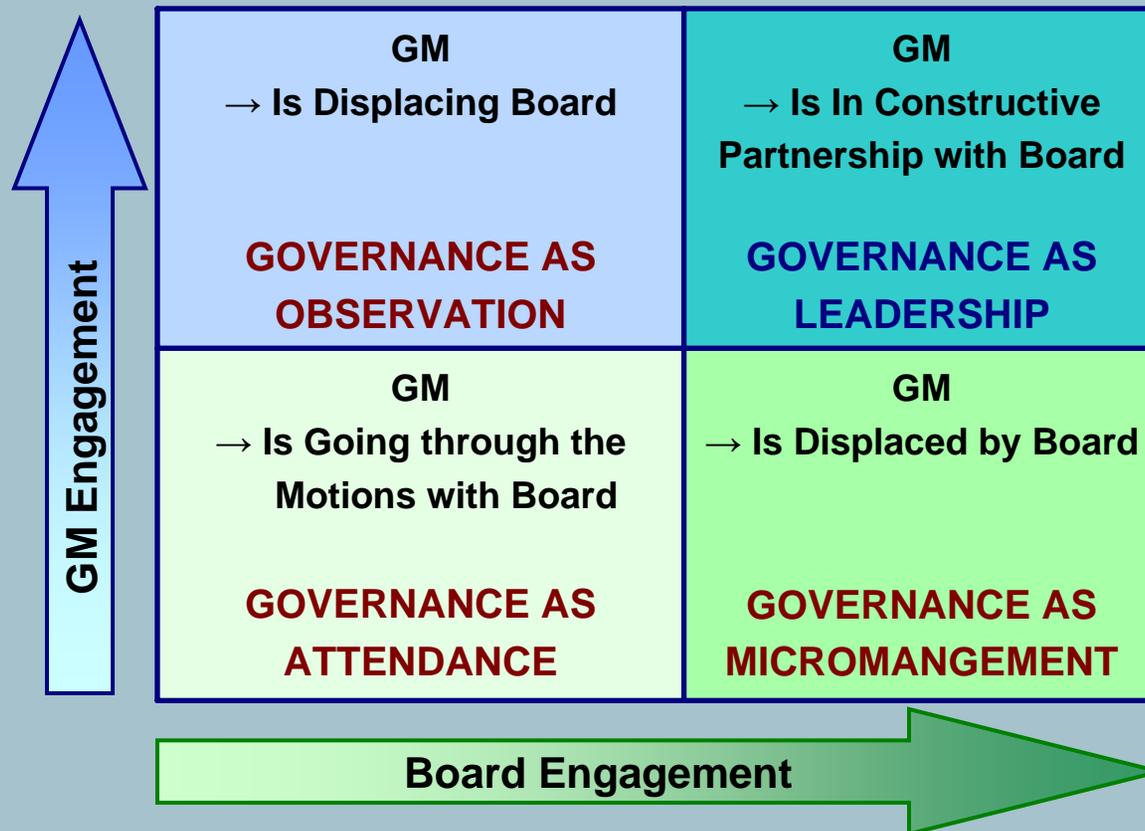
**Boards and advisory groups cannot govern (or advise) effectively without the GM's collaboration and the GM cannot lead the organization to its full potential without their support.**



# Constructive Partnership



## The Vital Role of the GM and The Board



# Inverse Engagement Exercise



## Question:

**Generally – what are all the ways you and your colleagues could create a disengaged board or advisory group?**

# Engaging Your Board

## Six Rules for the GM



1. **Make mission matter.** Cultivate the board's passion for the mission; board members will be excited about the organization's work and **dedicated to the cause.**
2. **Know the organization.** Inspire the board's confidence by understanding the organization from the inside out – history, organizational culture, public perceptions and community context.
3. **Cultivate relationships.** It's up to the chief executive to build habits and interactions that engage and involve the board in a constructive partnership.

From: *Getting the Best From Your Board: An Executive's Guide to a Successful Partnership*, 2007

# Engaging Your Board

## Six Rules for the GM



- 4. Inform and communicate.** Prepare board members for success by absorbing information, sharing it, and understanding the real magic of communication.
- 5. Facilitate a balance in the partnership.** Clearly articulated expectations and constructive feedback help board members and the chief executive hold up their ends of the partnership.
- 6. Structure the board's work.** Provide board members with an understanding of the organization and process for the board's activities, it's then easier for board members to be fully involved.

From: *Getting the Best From Your Board: An Executive's Guide to a Successful Partnership*, 2007

***It was great...  
Thank you!***



**Thank you...**

**Let us know how BoardSource  
can help you!**

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