

Creating Ambassadors...

RECRUITING			
•	• Attributes		
•	Skills		
•	Always be recruiting		
•	Before they say "yes":		
	 Why they are needed 		
	Term lengths		
	 Expectations 		
	 Important dates 		
	 Responsibilities 		
ONBOARDING			
What do board members need to know?			
Background on the focus of the mission			
	High level view of the strategic plan		
	Roles and responsibilities		
	Procedures/Robert's Rules cheat sheet		
	Contact information for board and key staff		
	Financial status Expectations		
	Challenges		
	Programs		
	Key dates	When do they need to know this? R = Recruiting	
	History	B4 = Before they start	
	Bylaws	1 = First month of service	
		3 = First 3 months of service	
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Creating Ambassadors...

How should it be shared?

- Large group/Orientation (L)
 - o Quiz
 - Activities
 - Presentation
- One-on-one (1-1)
- Online portals (OP)
- Emails (E)
- Board Notebooks (BN)
- Videos (V)
- Mentorship (M)
- Researching and teaching (RT)

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What do they need to experience?

- The organization in action
 - o Programs
 - Fundraising event
 - o Grants being utilized
 - An ask for donations
- Testimonials of impacted students and teachers
- A board meeting
- Board social
- Board training
- Orientation
- An awardee's program
- Engagement with teacher recipients

CONNECTING

Who do they need to connect with?

- Executive Director
- Board President
- Board Mentor
- Other board members
- Key staff
- Recipients
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Create Connections

- Remember we're all different
- Facilitate at board meetings
- Mix up seating arrangement
- Icebreakers
- Involve them early
- Encourage
- Go see them
- Call them

EQUIPPING

Host Annual Retreats

- Discuss relevant topics
- Have an outside speaker
- Discuss Relevant topics

Learn Together

- Articles and books
- Research and share
- Board Training

Experiences

- Spokesperson
 - Skill Development
 - Equipping with information
 - Opportunities

Creating Ambassadors...

CHALLENGING

- Help them identify their unique impact:
 - O What do you see as the greatest need?
 - O What's the best use of you?
 - O What will be your impact this year?
 - O How do you see yourself impacting the strategic plan?
 - O What's the legacy that you want to leave behind?
- Define your board culture and promote it
- Provide Vision
- Evaluate
 - Group evaluation
 - Self-assessment
 - After Action Review

What three things will you do differently in light of this session?

Thank you! Brian Brandt



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Call for signed books, board training or board retreat facilitation

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