



# BUILD AN EMPOWERED BOARD

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MCCORD CONSULTING GROUP  
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**HELLO!**

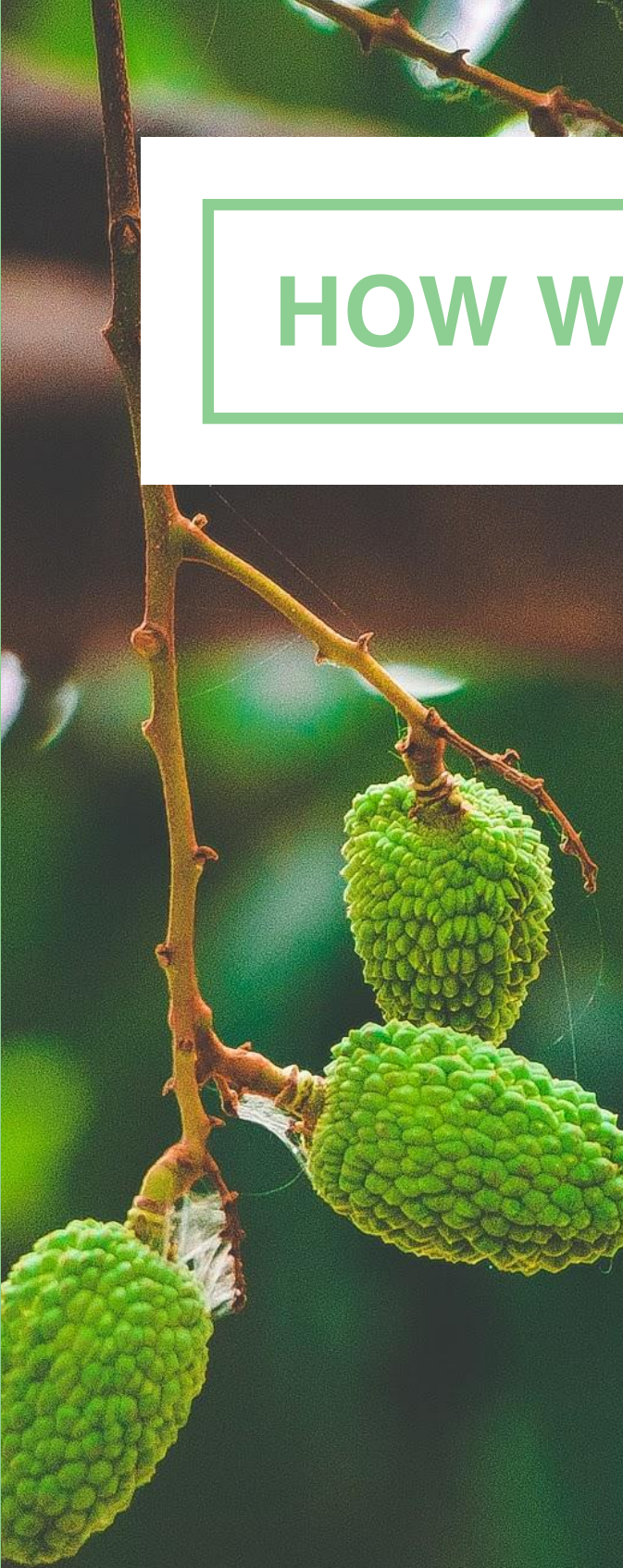
**I am Nikki McCord.**

**I am here because I want all organizations to run efficiently to meet their missions.**

**You can find me at @McCordConsult**

## HOW WE'LL SPEND OUR TIME

- **WHY DO WE BUILD BOARDS?**
- **WHO NEEDS TO BE REPRESENTED?**
- **WHERE DO YOU FIND PERSPECTIVE BOARD DIRECTORS?**
- **WHAT DO THEY DO WHEN THEY'RE ON THE BOARD?**
- **FOUNDER TRANSFER OF POWER**







**WHY BUILD A BOARD?**



**LEGAL REASONS**

**CREDIBILITY &  
LEGITIMACY**

**SKILLS & EXPERTISE**

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**WHO NEEDS TO BE REPRESENTED?**

**RECRUIT FOR**

**DIVERSITY  
OUTSPOKEN**

**WORKER BEES**

**VARIETY OF**

**KNOWLEDGE  
NO CONFLICT OF**

**INTEREST**

**BELIEVE IN THE MISSION**





RELEVANCE  
=  
INNOVATION + DIVERSITY



# What the Research Says About Diversity

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## Analysis of 506 Companies

Firms with more racial or gender diversity had more sales revenue, more customers, and greater profits.



## Analysis of more than 20,000 firms in 91 countries

Companies with more female executives were more profitable.



## 2011 Study in Management Teams

A wider range of educational and work backgrounds produces more innovative products.



# Racism has no home here.



1,596

40 Comments

Like Comment Share

### Reactions



Comments Most Relevant

**Cindy (Urman) Hamilton** • 1st 1d ...  
Comms strategist for movers, motivators, c...

Hey Zillow, there are no black people on your senior leadership team. Do you think black Americans have different issues and challenges when it comes to renting and owning homes in this country? Wouldn't these perspectives be helpful to your

We at [Brand] are committed to fighting injustice by posting images to Twitter that express our commitment to fighting injustice.

To that end, we offer this solemn white-on-black .jpeg that expresses vague solidarity with the Black community, but will quietly elide the specifics of what is wrong, what needs to change, or in what ways we will do anything about it. This is doubly true if [Brand] is particularly guilty of exacerbating these issues.

We hope this action encourages you to view [Brand] positively without, you know, expecting anything from us.

# [BRAND]<sup>®</sup>

You know the ones.<sup>™</sup>





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A photograph of a forest path. The path is made of dirt and rocks, leading through a dense forest of green trees. A large, moss-covered rock is prominent on the right side of the path. The lighting is soft, suggesting a shaded forest environment.

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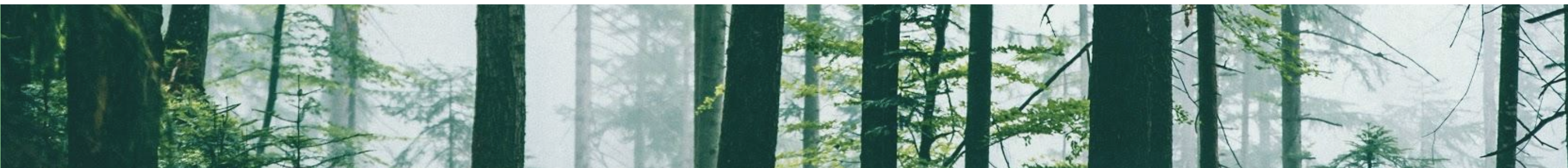
**BELIEVE IN THE MISSION**







**WHERE TO FIND BOARD  
DIRECTORS**











**Asian Pacific American  
Bar Association of Colorado**









# ROLES & RESPONSIBILITIES OF BOARD DIRECTORS

## SET THE ORGANIZATION'S MISSION & PURPOSE

- Articulate what the organization does, why it does it, and whom it serves.
- Explain what makes the organization distinctive and special and present a compelling reason for individuals, foundations, and corporations to support it financially.
- All decisions you make as a board and/or staff is informed by the mission statement.



# ROLES & RESPONSIBILITIES OF BOARD DIRECTORS

## SUPPORT & EVALUATE THE EXECUTIVE DIRECTOR

- Evaluation helps the Executive Director perform more effectively.
- The Executive Director should be consulted on the process of review well before it is initiated.
- Board and Executive Director effectiveness is interdependent - neither can be assessed completely independently.





# TRANSFER OF POWER







# THANK YOU!

ANY QUESTIONS?

## You can find me at

- @McCordConsult
- Nikki@McConsultGroup.co