BUILD AN EMPOWERED BOARD

MCCORD CONSULTING GROUP
Nikki R. McCord
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
RECRUIT FOR

DIVERSITY

OUTSPoken

WORKER BEES

VARIETY OF

KNOWLEDGE

NO CONFLICT OF

INTEREST

BELIEVE IN THE MISSION

WHO NEEDS TO BE
REPRESENTED?
RELEVANCE
=
INNOVATION + DIVERSITY

TO STAY RELEVANT,
YOU
MUST INNOVATE
TO INNOVATE,
YOU
MUST DIVERSIFY
What the Research Says About Diversity

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.

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]®
You know the ones.™
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WHO NEEDS TO BE REPRESENTED?
Asian Pacific American Bar Association of Colorado
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.
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
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- Nikki@McConsultGroup.co