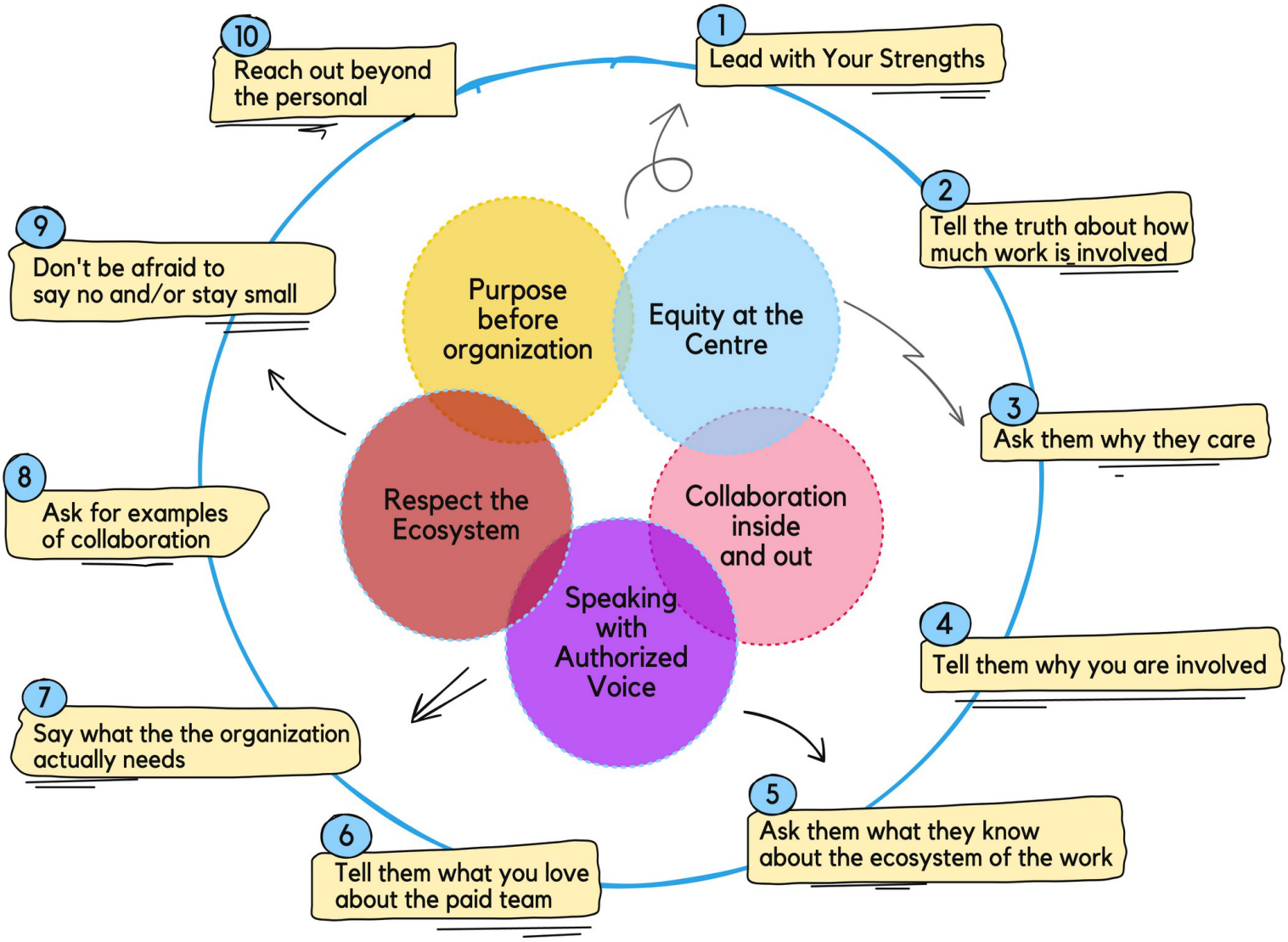
10 Key Elements of

Recruiting Board Members

to a Purpose-Driven Board



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Purpose-Driven Board Recruitment How-Tos

Step 1
Have a Plan
Without one you will replicate your self and org challenges

Step 2
Draft Job Descriptions
Including benefits and expectations

Step 3
Prepare a Board Calendar
Keeps you honest about whats involved

Step 4
** IMPORTANT

Be creative in your posting
Consider a video, translations, match tone to culture, let go of corporate notions of formality

Step 5
Send posting to everyone
People in crisis might not be ready, but members, past participants, those at the centre of your purpose

Step 6
Interview them
Otherwise how will you know they can do it?

Step 7
Invite them to observe a meeting
Otherwise how will they know you can do it?

Step 8
Prepare to say and hear 'no'
It doesn't serve your purpose to have the wrong people on the board. Prepare your team for no by providing the language

Step 9
Follow proper procedure
there's actually a reason you have by-laws

Step 10
Orient them well!
This means to the org's purpose, their role, who's who and what's what

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