

YOUR BOARD ENGAGEMENT CHECKLIST

Use This Tool	When	How
Aspirations	<ul style="list-style-type: none"> <input type="checkbox"/> Your Board is too focused on problems <input type="checkbox"/> Your Board is struggling with finding common ground to act <input type="checkbox"/> You need to get the Board in the right “frame” for a meeting 	<ul style="list-style-type: none"> <input type="checkbox"/> This works great to start retreats or meetings <input type="checkbox"/> You can do this in a quick 15—minute hit, but it’s better when you have more time <input type="checkbox"/> Use the facilitator’s guide that comes with the three questions
The 3A’s Videos and Reflection Questions	<ul style="list-style-type: none"> <input type="checkbox"/> Your Board is struggling with why public knowledge matters <input type="checkbox"/> You want your board to be part of “owning” the need to transform the culture of the organization 	<ul style="list-style-type: none"> <input type="checkbox"/> Use one video per meeting or all four at a longer retreat <input type="checkbox"/> Have them use the reflection questions in groups <input type="checkbox"/> During the de—brief push them to think about what you need to reflect the 3A’s (it all comes back to public knowledge)
The Ask Tool	<ul style="list-style-type: none"> <input type="checkbox"/> Your Board likes the idea of engagement but doesn’t seem to “get” what you’re talking about <input type="checkbox"/> You want them to experience what a different kind of conversation sounds like 	<ul style="list-style-type: none"> <input type="checkbox"/> Have them use this on each other at a board meeting or retreat then reflect on it by asking, “What did you make of that,” and “What was different about that conversation?” and “How would doing this more benefit us?” <input type="checkbox"/> As a fun alternative, have them phone someone from a friend’s contact list (someone the friend knows will be amenable) and use the questions
The Training Videos	<ul style="list-style-type: none"> <input type="checkbox"/> You want to keep “planting seeds” <input type="checkbox"/> You feel like you need soft reinforcement on why this matters 	<ul style="list-style-type: none"> <input type="checkbox"/> Periodically and informally e—mail them a video clip (every month for example) <input type="checkbox"/> Send one out ahead of a meeting and ask that they watch it and have a brief discussion when you’re together (5 min.)
The Turn Quiz	<ul style="list-style-type: none"> <input type="checkbox"/> The board can’t seem to get what inward v. outward is <input type="checkbox"/> You have new board members who don’t get it yet 	<ul style="list-style-type: none"> <input type="checkbox"/> Use the Turn Outward video as a starting point <input type="checkbox"/> Give them the quiz and have them answer it on their own <input type="checkbox"/> Have them pair up and discuss their answers then debrief why they answered the way they did