

The Placemat | 4 Conversation Starters

OUR BOARD CULTURE IS EXPRESSED IN HOW WE INTEND, INVEST, INVITE & IMPACT.

Organization

Member

Date

Intend

Definition | Having a Purpose or Goal, Designing for a Specified Future, Proceeding on a Course.

- We consult mission, vision & values during decisions.
- We examine policies for fairness, equity and inclusion.
- We expect status reports on the promise to stakeholders.
- We are convinced our theory of change makes a difference.
- We orchestrate our progress through a strategic plan.

Invite

Definition | Welcoming Participation, Politely Increasing Chance, Offering Incentive.

- We leverage our mission and story to attract stakeholders.
- We recruit members who add capacity, not merely fit.
- We seek & use stakeholder feedback on our blind spots.
- We embody a partnership of equals, a participatory approach.
- We cultivate diverse candidate pools when recruiting.



Invest

Definition | Committing (Resources)) Earning a Return, Acting for Future Advantage, Engaging Emotionally.

- We require budget priorities to reflect missional intent.
- We fund evidence-based efforts-to-outcome strategies.
- We ask, "how can we afford it?" instead of "can we afford it?"
- We model missional engagement by participating financially.
- We build board capacity through cultural mentors & advisors.

Impact

Definition | Producing a Result, Force of impression Left, Lasting, Durable Outcome.

- We measure our efforts by evidence-based outcomes.
- We avoid provider/recipient resourcing mindsets.
- We compare our results to stated intentions, promises.
- We harvest learning after events, milestones, fails, wins.
- We recognize, celebrate & encourage efforts of staff or team.

Start

Stop

Conversation Starters

1. Mark True or False & Tally.
2. Compare & Discuss Tallies.
3. Decide: Start, Stop, & Sustain.

Sustain



Board Leadership & Development
A MURDOCK TRUST PROGRAM