

# Shake It Up!

## Tips to Engage and Energize Your Board

By Deborah Walsh

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# Engagement is more than Fiduciary Responsibility

Duty of Care

Duty of Loyalty

Duty of Obedience

# \*Engagement is a combination of...

- Active participation
- Passion for the mission
- True understanding of the organization
- Appreciation for the right level of involvement

*\*Board Source, Leading with Intent*

# Culture

- What distinguishes good from dysfunctional teams: how they treat each other.
- Norms can raise group's collective intelligence.
- Two overall behavior findings:
  - equality of conversational turn-taking
  - average social sensibility

*Charles Duhigg & James Graham,*


*“What Google Learned from its Quest to Build the Perfect Team”*

# Team-builders & Icebreakers

- Win with Me, Lose with Me
  - “you win/lose with me, get my cooperation...”
- Let Me Have It
  - Scale of 1-5, brutally direct (5) to don’t hurt my feelings (1) way of delivering criticism
- Give a Hug/Give a Kiss
  - Something you like about the person, or what the person did, etc.

Google or Amazon/Google Play/etc.: team-builders, icebreakers

# Dashboard

- # or % children served/benefitting from programs
- # or % families served/benefitting by programs
- # hours volunteered/value of time
- \$ spent on programs; \$/child or \$/family
- ↑ in event/program attendance;
- ↑  evaluations of event/programs.

# Book Club

OR

- Ted Talk Club
- Blog Club
- E-Newsletter Club

# Trainer Tag

[www.pta.org/elearning](http://www.pta.org/elearning)

- English and Spanish
- PTA Basics, Advocacy, Family Engagement, Reflections
- Board Basics, Secretary, President, Treasurer, Membership Basics
- Ethical Leadership, Preventing Theft, Parliamentary Procedure



Boardsource.org

Guidestar.org

4good.org

Independentsector.org

Hbr.org

Leadstrat.com

Zengerfolkman.com



# Mission Moment

To make every child's potential a reality  
by engaging and empowering  
families and communities  
to advocate for all children.

# Upside Down Meetings

- Action or activities
- Reports last
- Meeting time used to accomplish something
- No meeting unless if there is actually business to conduct OR bylaws say you must meet

# Positive Share Open

- Something good that happened this week
- Something that made you smile today
- One thing you are proud of
- How you plan to spend your next vacation
- The best book you've read this year
- How you plan to have fun this weekend

Not about PTA. About the person. Positive.

# 15 min assessment

- Three things we did well
- Three things we can improve
- If I could change one thing about our meeting
- If I could change one thing about how operate
- I wish I knew more about
- We need to spend more time
- One thing I hope we accomplish this year

# Some Signs of a Great Board

- Deliberate about what they spend their time discussing and doing
- Build a solid team
- Culture shift to holding each other and the organization accountable
- Embrace a learning culture
- Professional development matters

# CATALYTIC QUESTIONS

In [\*Governance as Leadership: Reframing the Work of Nonprofit Boards\*](#), authors Richard P. Chait, William P. Ryan, and Barbara Taylor suggest posing catalytic questions to nonprofit boards that invite creativity and exploration, and do not depend largely on data and logic to answer:

What three adjectives or short phrases best characterize this organization?

What will be most strikingly different about this organization in five years?

What do you hope will be most strikingly different about this organization in five years?

On what list, which you could create, would you like this organization to rank at the top?

Five years from today, what will this organization's key constituents consider the most important legacy of the current board?

What will be most different about the board or how we govern in five years?

How would we respond if a donor offered a \$50 million endowment to the one organization in our field that had the best idea for becoming a more valuable public asset?

How would we look if we entered an alliance or strategic restructuring with a potential or actual competitor?

If we could successfully enter an alliance or strategic restructuring with another organization, which one would we choose and why?

What has a competitor done successfully that we would not choose to do as a matter of principle?

What have we done that a competitor might not do as a matter of principle?

What headline would we most/least like to see about the organization?

What is the biggest gap between what the organization claims it is and what it actually is?

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## HANDOUT: SHAKE IT UP

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Note: These books are recommended by National PTA staff engaged in membership, leadership, field service, family engagement, and inclusivity and outreach. This is not the “official National PTA reading list.” It is simply a starting point for you—a series of recommendations you may wish or not wish to use as you create your own PTA book club. Books in **bold** were mentioned by more than one staff member.

### Book List

1. 101 Ways to Create Real Family Engagement, Steven M Constantino, ED. D
2. 5<sup>th</sup> Discipline: The Art and Practice of the Learning Organization Peter Senge, 2006
3. 9 Things Successful People Do Differently, Heidi Grant Halvorsen
4. A More Beautiful Question, Warren Berger
5. Becoming a Resonant Leader by Annie McKee, Richard Boyatzis, and Frances Johnston, 2008
6. Beyond the Bake Sale: The Essential guide to Family-School Partnerships, Anne T. Henderson, Karen L. Mapp, Vivian R. Johnson and Don Davies
7. Death By Meeting: A Leadership Fable, Patrick Lencioni
8. Developing the Leader Within You by John Maxwell, 2005
9. Emotional Intelligence: Why It Can Matter More Than IQ, 2005 Daniel Goleman.
10. Everyone Communicates, Few Connect: What the Most Effective People Do Differently, John Maxwell, 2010
11. First Things First : A Leadership Guide to Building a Gold Standard Nonprofit, Tom Iselin
12. Good to Great, Jim Collins, 2001
13. Hardwiring Happiness: The New Brain Science of Contentment, Calm and Confidence 2013, Rick Hanson.
14. Innovative Voices in Education: Engaging Diverse Communities, Eileen Gale Kugler
15. Just One Thing: Developing a Buddha Brain One Simple Practice at a Time, 2011 Rick Hanson
16. **Leaders Eat Last: Why Some Teams Pull Together and Other's Don't, 2014 Simon Sinek**
17. **Leadership Jazz - Revised Edition: The Essential Elements of a Great Leader Max De Pree**
18. Leadership: The Power of Emotional Intelligence, 2011 Daniel Goleman.
19. Leading Great Meetings: How to Structure yours for Success, Richard M. Lent
20. Meditation to Change Your Brain, Rewire Your Neural Pathways to Transform Your Life, 2010 Rick Hanson
21. Mindfulness for Beginners, Reclaiming the Present Moment and Your Life, 2012 Jon Kabat-Zinn
22. Mindsight: The New Science of Personal Transformation, 2010. Daniel Siegel
23. Multipliers: How the Best Leaders Make Everyone Smarter, Liz Wiseman
24. No One Understands You and What to Do About It, Heidi Grant Halvorsen
25. On Becoming a Leader, by Warren Bennis, 2009
26. Positivity: Top Notch Research Reveals the Upward Spiral That Will Change Your Life, 2009 Barbara Frederickson

27. Practitioner's Guide to Governance as Leadership: Building High-Performing Nonprofit Boards, Cathy A. Trower
28. Presence: Bringing Your Boldest Self to Your Biggest Challenges, 2015, Amy Cuddy.
29. **Primal Leadership: Realizing the Power of Emotional Intelligence, 2013, Daniel Goleman.**
30. Quiet Leadership: Six Steps to Transforming Performance at Work, 2007 David Rock
31. Search Inside Yourself, by Chade-Meng Tan, 2012
32. **Start with Why: How Great Leaders Inspire Everyone to Take Action, Simon Sinek**
33. Strengths Based Leadership, Tom Rath and Barry Conchie
34. Strengthsfinder, Tom Rath
35. Team of Rivals: The Political Genius of Abraham Lincoln by Doris Kearns, 2006
36. The 21 Irrefutable Laws of Leadership: Follow Them and People Will Follow You, John Maxwell, 2007
37. The Coaching Habit: Say Less, Ask More & Change the Way You Lead Forever Michael Bungay Stanier
38. The Leadership Challenge, James Kouzes and Barry Posner, 2012
39. The Pin Drop Principle: Captivate, Influence and Communicate Better Using the Time Tested Method of Professional Performers, David Lewis and G. Riley Mills, 2012
40. The Thin Book of Naming Elephants: How to Surface Undiscussables for Greater Organizational Success, Sue Annis Hammond, 2004
41. **Triggers. Creating Behavior That Last, Becoming the Person You Want to Be, 2015 Marshall Goldsmith.**
42. Wherever You Go, There You Are: Mindfulness in Everyday Life, 2009 Jon Kabat-Zinn
43. Working with Emotional Intelligence, 2000 Daniel Goleman.
44. Year of Yes: How to Dance It Out, Stand in the Sun and Be Your Own Person, Shondra Rhimes, 2015
45. Yes, And: How Improvisational Reverses "no, but" Thinking and Improves Creativity and Collaboration – Lessons from Second City by Kelly Leonard and Tom Yorton, 2015
46. Your Brain at Work: Strategies for Overcoming Distraction, Regaining Focus and Working Smarter All Day Long, 2009 David Rock

#### **TED TALKS – [www.ted.org](http://www.ted.org)**

Celeste Headlee – 10 way to have a better conversation

Simon Sinek--First Why Then Trust

<http://ed.ted.com/on/AxQFPpJM>

Brene Brown – The Power of Vulnerability

Simon Sinek – How Great Leaders Inspire Action and Why Good Leaders Make You Feel Safe

Shawn Achor – The Happy Secret to Better Work