

Navigating Your Destiny

Key Strategies for Board Succession Planning

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Why Are You Here?

- Board succession planning is important – and you need to get started!
- You need tools, tips, and strategies to craft and present a successful plan.



We Will Examine

- The importance of Board Succession planning
- How to create a GAP analysis for your Board leadership roster
- Strategies for “teeing up” the next five years
- Tips on presenting the plan to your Board



First Things First

- But why is Board Succession planning important?
 - Planning is ALWAYS good!
 - Time goes by so fast
- But surely that is not MY job!
 - Well, who else is going to do it?
 - This is your chance to pick your own boss
 - No one wants a Board or committee chair they cannot work with – so make sure it is not an issue

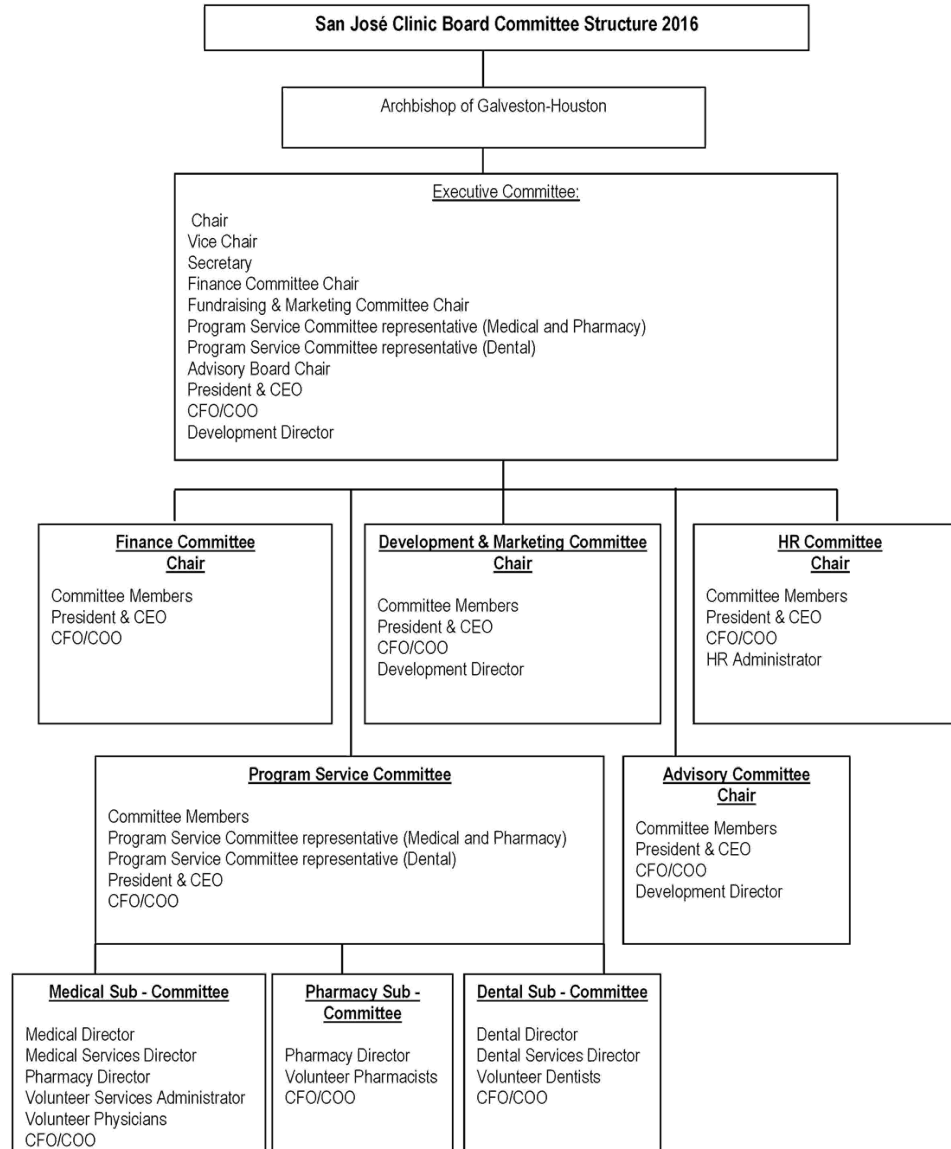


Tools for Crafting Your Plan

- Use your by-laws
 - What are your terms and term limits?
 - What is your committee structure?



By-Laws & Committee Structure



Tools for Crafting Your Plan

- Utilize a Cultivation Matrix



Cultivation Matrix

Level	Project/Prospect	Objective	Proposed Actions	Deadline

Levels:

Level 1 = Donors who contributed last year but have not done so this year.

Level 2 = Donors who have contributed within the past five years but have not done so this year.

Level 3 = First-time donors who may have attended special events but have not contributed.

Level 4 = Volunteers who have not contributed.

Level 5 = Top 25 prospects that have no connection to the Clinic.



Tools for Crafting Your Plan

- Do a Board Engagement exercise



Board Engagement Exercise

Please circle all answers.

My area of expertise is	Human Resources	Marketing	Fundraising	Legal	Information Technology
	Public Relations	Financial	Medical	NPO Management	
Board Development					
I know someone within my church/circle of influence that is a good prospect for San Jose Clinic Board of Directors or the Advisory Board.					
YES			NO		
Marketing and Media					
I can provide opportunities for speaking engagements within the community for the San Jose Clinic leadership team.					
YES			NO		
I can introduce a minimum of 2 new prospective donors to the clinic during the year for a tour.					
YES			NO		
I can personally introduce to San Jose Clinic the executive management of major hospital systems.					
YES			NO		
I can personally introduce to San Jose Clinic the executive management of academic institutions.					
YES			NO		
Volunteers					
I know a healthcare provider (doctor, nurse, dentist) or an individual from the community that I can introduce to San Jose Clinic as a prospective volunteer.					
YES			NO		
Fundraising					
I know individuals who have family foundations.					
YES			NO		
I can introduce a minimum of 2 new prospective corporate donors to the Clinic.					
YES			NO		
I will attend Clinic fundraising events and bring 1 new prospective donor with me to these events.					
YES			NO		
I will personally contribute to the annual Legacy Campaign.					
YES			NO		



Tools for Crafting Your Plan

- Ask your Board to do a self-examination



Board Self-Examination

Leadership Competency	Your Self-Assessment of Competency (1-5)	Team Assessment of Competency (1-5)	Comments
Leadership			
Initiative			
Judgment			
Planning & Organizing			
Teamwork			
Commitment			
Political Savvy			

Source: kintera.org



ABC, Inc. Board Succession Planning Grid -- Sample

Key Leader Position	Current Leader	Potential Successors	2012	2013	2014	2015
Chair	Elizabeth until Dec 2014	Marcos or Laura (2014)	Elizabeth	Elizabeth	Marcos or Laura	Marcos or Laura
Past Chair	Jennifer	Elizabeth	Jennifer	Unknown	Elizabeth	Unknown
Chair Elect	Marcos until Dec 2014	Laura	Marcos	Marcos	Unknown	Unknown
Treasurer	John	Russ or Unknown	John	John	Russ or Unknown	Russ or Unknown
Secretary	Laura until 2012	Brad, Marshal, or Maria	Laura	Brad, Marshal, or Maria	Brad, Marshal, or Maria	Unknown
Chair, Executive Committee	Elizabeth until Dec 2013	Marcos or Laura	Elizabeth	Elizabeth	Marcos or Laura	Marcos or Laura
Chair, Governance and Personnel Committee	Marcos until Dec 2013	Laura	Marcos	Laura	Unknown	Unknown
Chair, Finance and Risk Management Committee	John until Dec 2013	Russ or Unknown	John	John	Russ or Unknown	Russ or Unknown
Chair, Ad Hoc Public Policy Committee	Jennifer until Dec 2012	Unknown	Jennifer	Unknown	Elizabeth	Unknown
Chair, Audit Committee	Unknown	Unknown	Unknown	Unknown	Unknown	Unknown

Now You Have the Information – Use It!

- What kind of leader are you looking for?
What strengths are you lacking?
 - Board Clout
 - Community Pull
 - Partnership Experience
 - Fundraising Expertise
- What are the projects and needs of your organization?



Time to Present

- Tips:
 - Timing is everything!
 - Create a visual – use today's tools
 - Nail down your rationale
 - Remember: your plan is a suggestion and recommendation



We Implemented! Now What?

- Tweak your plan as your organization grows and changes
- Remember the upkeep of your plan – it is a living document
- Put the responsibility of priming incoming leaders on your current leaders



Any Questions?

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