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INDUSTRY TRENDS
VALUES AT THE BOARD TABLE

Values at the Board Table

Contemporary boards are identifying and promoting their steadfast values. Values guide current and future leaders in their deliberation and decision making. A values statement is promoted along with the organization's mission and vision statements.

It is often communicated as a few bulleted words; or expressed as key words followed by descriptions.

To identify values, listen to a board discussion and consider its culture. Hold a discussion with the leadership. Commonly expressed values include:

- **Transparency** – Promoting openness and access to information; avoiding the appearance of secret, closed-door meetings, suspect by members.
- **Innovative** – Applying creative approaches (and/or making use of technology) to develop solutions.
- **Diversity** – Respect for all members, regardless of culture, geography, specialty, religion, orientation, etc. Promoting and demonstrating inclusiveness and acceptance.
- **Member-Driven** – Customer focused and driven by the needs of members.
- **Integrity** – Upholding moral and ethical codes; promoting the highest standards of governance and management.
- **Life-Long Learning** – Committed to being the source of quality learning.
- **Decisive** – Willing and able make difficult decisions in a timely manner; courageous.
- **Strategic** – Thinking long term for the best interests of the organization and members. Avoiding micromanagement.
- **Accountable** – Responsibility for commitments and responsive to members and media.
- **Compassionate** – Concerned for the needs of stakeholders, consumers, patients, etc.
- **Teamwork** – Willingness to work together, respecting opinions and input; avoiding appearance of working in a silo or without consideration for others.

About the Author

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