

10 tips to focus on strategy during board meetings

STOP

- **STOP using the whole meeting for reporting.** Provide reports to your board in advance but limit reporting to a third of the time during the meeting.
- **STOP using meeting time to answer background questions.** After you send pre-read material, answer questions before the meeting.
- **STOP avoiding the tough issues.** Disclose the true challenges of the organization so your board can address them. If there's an elephant in the room, don't ignore it.
- **STOP waiting until the meeting to discuss controversial issues.** Engage individual directors beforehand to get feedback to help you refine your approach in the meeting.
- **STOP doing the same thing you did before.** Trying new approaches will help you get more from your board meetings.

START

- **START using a dashboard.** A concise summary of progress, included in pre-read material, will help you and the board focus on what's important.
- **START connecting through stories.** Case studies or examples of your organization's impact will keep directors connected to your mission and align strategic decisions.
- **START polling directors before the meeting.** Advance feedback on issues will help you be more prepared. Board portal software like Aprio can make this process easy.
- **START using committees to explore and resolve complex or time-consuming issues.** This frees up time in board meetings.
- **START getting feedback.** A survey after each meeting will measure the meeting's effectiveness and help you improve.

