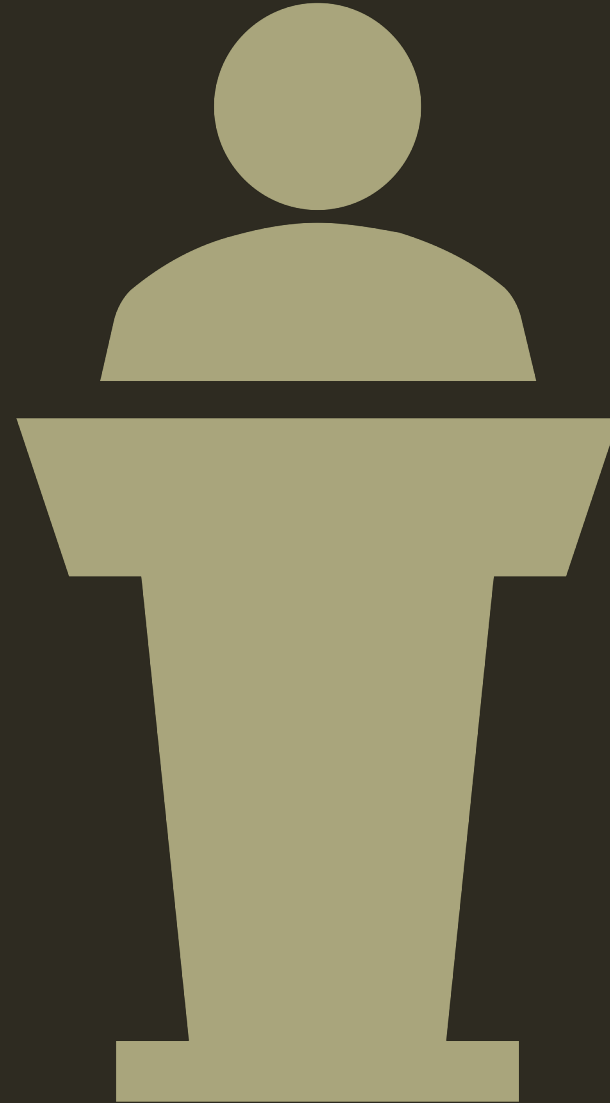


# EXECUTIVE LEADERSHIP

---

Board Management  
Governance  
Staff Team Building





# 10 WAYS SUCCESSFUL LEADERS THINK DIFFERENTLY

We fail to BE successful leaders when we fail to THINK like successful leaders.

The right way of thinking is required if you want to succeed and make a lasting change in the world.

(source: [Inc.com](http://Inc.com))

# DIFFERENCE # 1

**Instead of thinking only of themselves, they include others.**

The people you lead should be at the forefront. Shift from “I” to “we”.

## DIFFERENCE # 2

**Instead of dwelling on problems, they focus on solutions.**

Knowing things aren't working is a good first step but nothing more. Focus on solutions, not problems.

## DIFFERENCE # 3

**Instead of advancing their individual success, they work toward building a successful team.**

Understand that the diverse strengths of a team are much more likely to create and maintain success. Together, we can do great things.

## DIFFERENCE # 4

**Instead of making things complicated, they simplify.**

Eliminate the unnecessary so you can focus on the heart of the issue. Solve problems quickly and effectively.

## DIFFERENCE # 5

**Instead of trying to determine who is right, they think in terms of what is right.**

Analyze issues, not people. It's not important who is "right" or "wrong"; it's about moving forward.

## DIFFERENCE # 6

**Where others think small,  
they think big.**

Fear of success and fear of failure can keep you thinking small. If you think small, you'll stay small. They don't let fears dissuade you from thinking big.



## DIFFERENCE # 7

**Where others become distracted,  
they stay focused.**

Have the strength of purpose to see things through to completion.

## DIFFERENCE # 8

**Where others want control,  
they go with the flow.**

Understand that anything you cannot control is teaching you to let it go and go with the flow.

## DIFFERENCE # 9

**Instead of thinking, "Let's just get this done," they ask themselves, "How can I get this done with excellence?"**

Embrace a spirit of excellence that leads you to give your all, not because someone is looking over your shoulder but because it's the right thing to do.

## DIFFERENCE # 10

**Where others wish they had more acknowledgment, successful leaders work to appreciate others more.**

Look for new opportunities to acknowledge those who have done the hard work. Care more about giving recognition than receiving it.

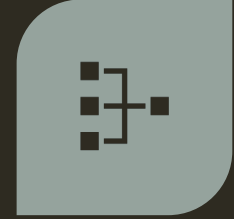
# BOARD MANAGEMENT



SCOPE OF  
WORK/STRATEGIC  
PLANS



SELF-ASSESSMENTS



COMMUNICATION  
PROCESS



DOCUMENT  
MANAGEMENT



TECHNOLOGY



INDEPENDENT  
FACILITATORS

# GOVERNANCE



Board Matrix



Orientation



Written job descriptions/responsibilities



Annual policy reviews and updates



Access to current policies



Performance evaluations through SurveyMonkey or other blind service

# TEAM BUILDING



STAFF ONLY



STAFF AND  
AMBASSADORS



STAFF AND BOARD

# TEAM BUILDING STAFF

Bi-weekly staff meetings – Lightning Rounds

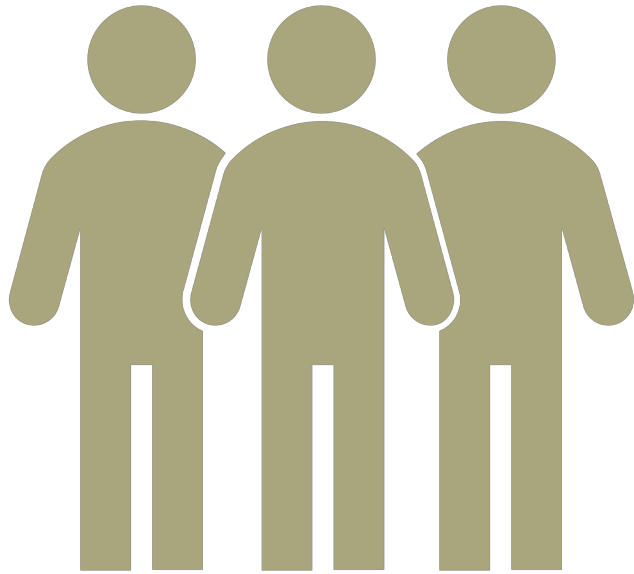
Share financials with staff; be transparent

Bring staff to board meetings, staff reports

Praise publicly

Birthday lunches





## TEAM BUILDING STAFF AND VOLUNTEERS

Myers-Briggs Type Indicator,  
DISC and/or  
StrengthsFinders with staff,  
ambassadors and board

- Find free assessment sites online
- Learn how to identify personalities in others

Get offsite to get  
out-of-the-box

- Bowling, laser tag, yoga, painting & sipping
- Members enjoy donating for the additional publicity



What's the best thing you ever did/implemented regarding governance?



What's the worst thing you ever did/happened to you regarding governance?

THE GOOD, THE BAD AND THE UGLY



What's the best thing you ever did/implemented regarding board management?



What's the worst thing you ever did/happened to you regarding board management?

# THE GOOD, THE BAD AND THE UGLY



What's the best thing you ever did/implemented regarding team building?



What's the worst thing you ever did/happened to you regarding team building?

THE GOOD, THE BAD AND THE UGLY

# SAMPLES AND BEST PRACTICES

---

<http://www.etowahchamber.org/executiveleadership/>

# MOST IMPORTANT QUALITY IN EXECUTIVE LEADERSHIP

---

You don't always know the answers. Listen to learn.

SECOND MOST  
IMPORTANT...  
YOU JUST  
WON'T ALWAYS  
GET IT RIGHT...

---

So give yourself a break.



**THE CHAMBER**  
GADSDEN • ETOWAH COUNTY • BUSINESS • COMMUNITY DEVELOPMENT

THANK YOU!

Heather Brothers New, IOM, TMP, AACE

President & CEO

The Chamber of

Gadsden & Etowah County, Inc.

[heather.new@etowahchamber.org](mailto:heather.new@etowahchamber.org)