



# THE BOARD CHAIRS ACADEMY

Preparing the Next Generation of Nonprofit Leaders for  
Strategic Governance of Mission-Based Organizations

## THE OLYMPIA ACADEMY 2020

A Signature Leadership Continuity Program of  
Third Sector Company, Inc.

### 21 Hours of Board Training for Six People at a Cost Less Than One Board Retreat

*Six Comprehensive Seminars – A 168-Page Participant's Workbook,  
Certificate of Completion and Electronic Badge in Nonprofit Governance*

Since 2006, Board Chairs Academy has invited nonprofit boards of directors to seriously consider their succession planning efforts and seriously prepare the next generation for board leadership. The Academy's comprehensive approach, which has benefitted over 200 nonprofits and their boards in the United States and Canada, was created by nonprofit leaders to provide the necessary tools and knowledge for incoming and promising board chairs to succeed. Using a cohort learning model of up to six participants per participating organization, Board Chairs Academy is designed to evolve a culture of effective nonprofit governance and leadership succession through a combination of seminars, participant workbook, tools, roundtables and experienced professional support. Board Chairs Academy is based on the principle of "Governance as Stewardship."

The training modules, discussions and tools of Boards Chairs Academy are based on the following principals:

- Strategic governance is a board rooted in advancing "a community cause"
- Effective governance is focused on sustainability, resiliency and impact
- Visible governance is the result of an advocacy responsibility that builds community equity for the cause
- Prudent governance is aggressive about building both financial and human capital to advance a cause
- Successful governance is committed to a continuity of future leadership and succession planning

Here's what a past participant from Pierce County had to say about the Board Chairs Academy Program:

*The timing of Board Chairs Academy was perfect for me. While I've been a member of the UWPC Board for a few years, the information provided in this six-part class was just what I needed as I learn and think about how our Board can be more effective and more strategic. There are so many great ideas presented that the task is to choose a few and get moving. It was also cool to attend the class with other Board members. We now speak the same language and can work together!*

**Bill Berry, Chair, Board of Directors, United Way of Pierce County**

### The Board Chairs Academy is Six Progressive Topics with a Board Governance Lens of Diversity, Inclusion, Equity and Access

Session #1:

#### **BOARD GOVERNANCE: Practicing the Art of Nonprofit Leadership**

The first session explores the attributes of governance as it relates specifically to the nonprofit business model. Participants are challenged to recognize the leadership needs of cause-related organizations and the responsibilities of board members to advance effective decision-making on behalf of mission-driven enterprises. The seminar includes discussions about the role of values in leadership, the unique elements of nonprofit boards, nonprofit management versus nonprofit leadership, and the nonprofit life cycle.

Session #2:

### **BOARD DEVELOPMENT: Evolving a Board to its Potential**

Governing an evolving organization requires an evolving board of directors. This session will provide an overview of how to develop a dynamic board of directors with an evolving focus on diversity, inclusion, equity and access. Discussions include the evolution of board development as an element of governance responsibilities, board assessments against an organizational picture of success, board recruitment strategies, board orientation, and effective board meetings.

Session #3:

### **RESOURCE DEVELOPMENT: Building Community Equity for Sustainable Community Impact**

Sustainable resource development is the product of a fundraising culture. The third seminar challenges participants to analyze their current fundraising cultures and discuss a board's responsibilities for creating and edifying a successful resource development environment. The program will include a fundraising assessment, fundraising myths and laws, a marketing-based approach to resource development, and creation of action plans.

Session #4:

### **LEADERSHIP SUCCESSION PLANNING: Assuring a Continuity of Leadership to Advance the Cause**

Assuring a continuity of leadership is one of the most important forms of resource development for a nonprofit organization's sustainable future. This seminar, a hallmark presentation of the mission statement of Third Sector Company, provides board members and executive staff with the tools for cultivating a culture of leadership continuity and succession planning with a focus on evolving diversity, inclusion, equity and access as an essential element of leadership development and cultivation.

Session #5:

### **BOARD & EXECUTIVE RELATIONS: Leveraging a Partnership for Community Results**

The relationship that a board has with its chief executive officer sets the tone for understanding the dynamic that exists between governance and management in a nonprofit organization. This convening will present recommendations for performance planning and accountability throughout the organization, evaluating the chief executive, executive compensation, and succession planning practices and policies.

Session #6:

### **THE STRATEGIC BOARD: Fostering Innovation to Advance the Cause**

Board Chairs Academy culminates with a discussion about the attributes of a strategic organization, which is the result of strategic governance in action. This session will advocate for the development of a nonprofit dashboard, analysis of organizational effectiveness and efficiency against mission and stated benchmarks of success, board member roles in assuring a strategic organizational culture, and steps in safeguarding from backsliding into managing operations and minutia.

## **THE BOARD CHAIRS ACADEMY**

**Six Morning Sessions – 8:30AM to 12:00PM - January 31 to June 12, 2020**  
Hotel RL Olympia by Red Lion – 2300 Evergreen Park Drive SW – Olympia, WA 98502

<b>The Art of Nonprofit Leadership</b>	<b>January 31, 2020</b>
<b>The Science of Board Development</b>	<b>February 28, 2020</b>
<b>Board Involvement in Fundraising</b>	<b>March 27, 2020</b>
<b>Fostering Leadership Continuity</b>	<b>April 17, 2020</b>
<b>Board and Executive Relations</b>	<b>May 22, 2020</b>
<b>The Strategic Board in Action</b>	<b>June 12, 2020</b>

***A Certificate of Completion and an Iconic Board Chairs Academy Graduate Badge  
are Presented to Those Who Attend Five or More Sessions***

The Board Chairs Academy has been designed to serve the entire nonprofit sector. Participating organizations are encouraged to invite other people interested in discussing key concepts and issues associated with nonprofit governance to join them!

	<b><u>FOR NEW CUSTOMERS</u></b>	<b><u>FOR RETURNING CUSTOMERS</u></b>
<b>Up to Three Representatives at Each Session</b>	<b>\$2400</b>	<b>\$2100</b>
<b>Up to Six Representatives at Each Session</b>	<b>\$2900</b>	<b>\$2500</b>
<b>Individual Sessions per Individual</b>	<b>\$180</b>	<b>\$150</b>

Board Chairs Academy provides 21 hours of in-class instruction that would require three full-day board retreats to match the volume of information and discussion opportunities afforded participants who also learn from board members of other nonprofit organizations. For three representatives, the hourly training cost amounts to \$33 per hour. For six representatives, the amounts lower to less than \$20 per hour for instruction and materials.

**Third Sector Company is a proud member of the Washington Society of Association Executives.  
All WSAE Members receive the "Returning Customer Rate"**

**Contact Third Sector Company at [concierge@thirdsectorcompany.com](mailto:concierge@thirdsectorcompany.com)  
Or call us at (206) 799-1942**