

Managing an EDO: Conduct, Conflict & Ethics



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Pieces We are Looking at Today

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- Board of Directors
- Sole Practitioner/Staff
- Investors, Funders, Members, Local Government
- Relationships that Help You Manage

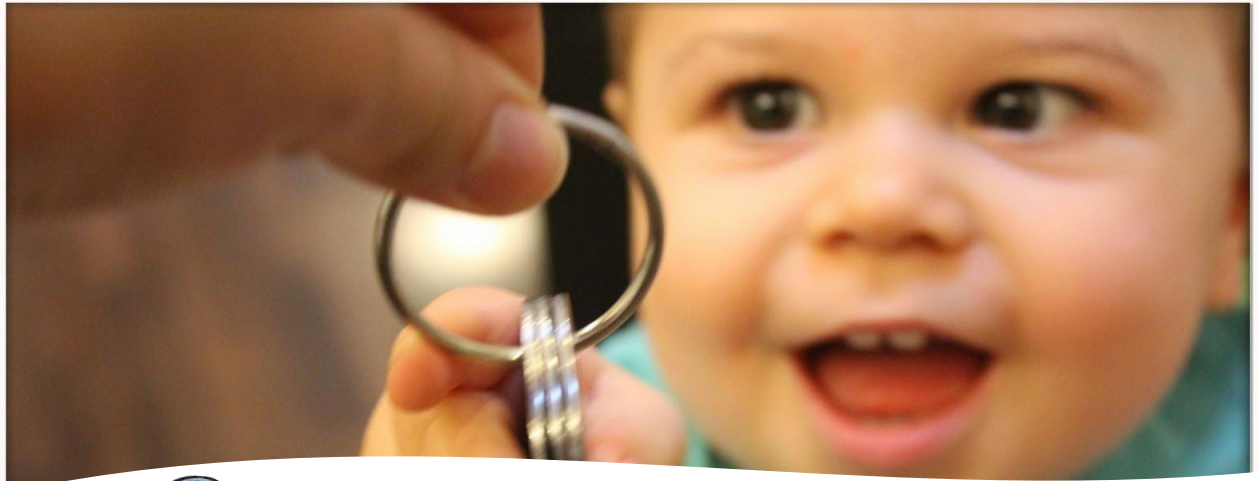
Managing an EDO Strategies for Success & Sanity



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Senior Communications &
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RIISING TO THE CHALLENGE

YOU'RE IN CHARGE! NOW WHAT?????

The **Mayor**



The **Heiress**





The Mom



The Board



The most important thing we do is probably recruiting our board members. ~ Jennifer Daly

Don't undersell the responsibility

**LIMIT DECISIONS TO TWO OPTIONS
- MIKE NORRIS**

Put a board member between you and your problem ~ Hutcheson

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The Young Professionals

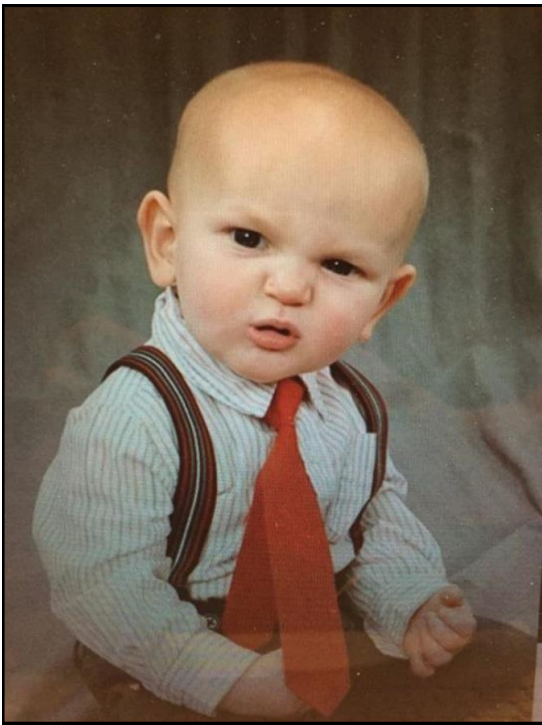


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The True Believer



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Babies



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Let Me Know

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Speed Round: What is keeping you up at night in these 4 areas?

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- Board of Directors
- Self/Staff
- Investors, Funders, Members, Local Government
- Relationships that Help You Manage



BREAK

15 Minutes

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Managing Your...

Board of Directors



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Key Points to Remember

- Leaders need to be led by someone. In this organization, that's you!
- Let your board run but "don't let them run into traffic!"
- They will make decision they would never make for their own business
- Boards are not a burden
- When selecting board members ask, "Who is influenced by this person?"
- Recruit for board chemistry – vocal, humor, worker bee

Managing Your...

Board of Directors

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To Do – What to Implement When You Return

- Find your strategic plan
- Find who has the power
- Create a board matrix – make sure it is up to date
- Plan for long-term succession – you might have your next two board chairs already selected



How Do You Manage Your Board?

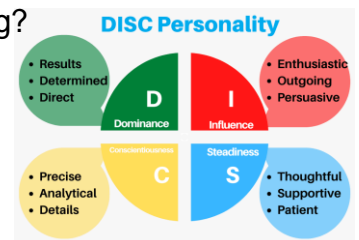
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As a group

- Balance (how do we engage a more diverse group of people?)
- Navigating Membership Change (political, not enough interest, old boys club?)
- Active or Passive – what do you want them to do – or not do?
- Productive meetings – what is a productive meeting?
 - (Shoot for 20% Reporting, 80% Strategic Discussion)
- Committees?

As individuals

- Obituary/Resume Builders?
- Chemistry & Personalities



What is our board chemistry? FREE Assessment to Use with Your Board
<https://www.tonyrobbins.com/disc/>

Questions?

Managing Your... **Self or Staff**

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Key Points to Remember

- You vs. the System
- Be effective rather than busy
- Required career long learning
- Have courage (for fast traveling news, to shortcomings, to work and to say NO)
- Your feelings will get hurt (if not you're a sociopath)
- Two most common mistakes: Saying something you shouldn't and **not** saying something you should!

Questions?

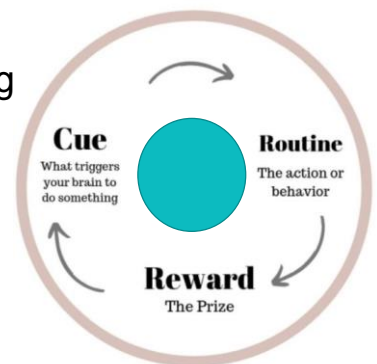
Managing Your... **Self or Staff**

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To Do – What to Implement When You Return

- Schedule (30-40% open)
- Be the leader to your staff
- Have the conversation you have been avoiding
- Change a bad habit:
(Power of habit: cue, routine, reward)

The Habit Loop



Questions?

Managing Your...

Investors, Funders, Gov., Members



Key Points to Remember

- “Dig Your Well Before You’re Thirsty”
- Hold others up (Three good things!)
- Government – remember that the demands made on them are short-term (what have you done lately)
- Corporate partners – like any sales process, what need are you resolving, what is their pain point.

To Do – What to Implement When You Return

- Make five-phone calls each week

Questions?

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Strategic Relationships: Members/Investors

- How did you fund your organizations?
- How do you know what your members/investors want?
- Best ways to keep members/investors informed
- What was your member/investor ROI?

Their Contributions

- Funding
- Services
- Time & Talents

Their Expectations

- For their business?
- For the community?



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A Snapshot of the Key Players in Economic Development



Get to know your partners!

Keep asking how **YOU** can help **THEM!**

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Managing Your...

Relationships with Other Agencies

Key Points to Remember

- Build peer-to-peer networks, large and small. Share best practices
- Have relationships up and down an organization; you don't want your collaboration with another group or agency to disappear when the director changes
- Get to know city, county, regional planning people; development follows infrastructure and they are the ones who know where the infrastructure goes

To Do – What to Implement When You Return

- Request to attend another org's board or exec team meeting; it's helpful to see how they run their meetings, particularly if they create engaging discussion



Questions?

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Questions?

Thank You!

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Stretch Break

5 Minutes

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