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Building on a Vision with Your Board



Make things as simple as possible, but no simpler.



“It can scarcely be denied that the supreme goal of all theory is to make the irreducible basic elements as simple and as few as possible without having to surrender the adequate representation of a single datum of experience.”



Why have a Mission?



Clarify & Communicate

WHO does **WHAT**, **WHEN**, and **WHY**



When did it come to business?



From Mission to Vision



Inspiring with **WHY**



So what does this have to
do with a chamber and a
board of directors?



Why even have a board in the first place?



- Advocate for shareholders
- Provide guidance and support
- Keep executives accountable

The best board is both coach and constable.



We have a vision.

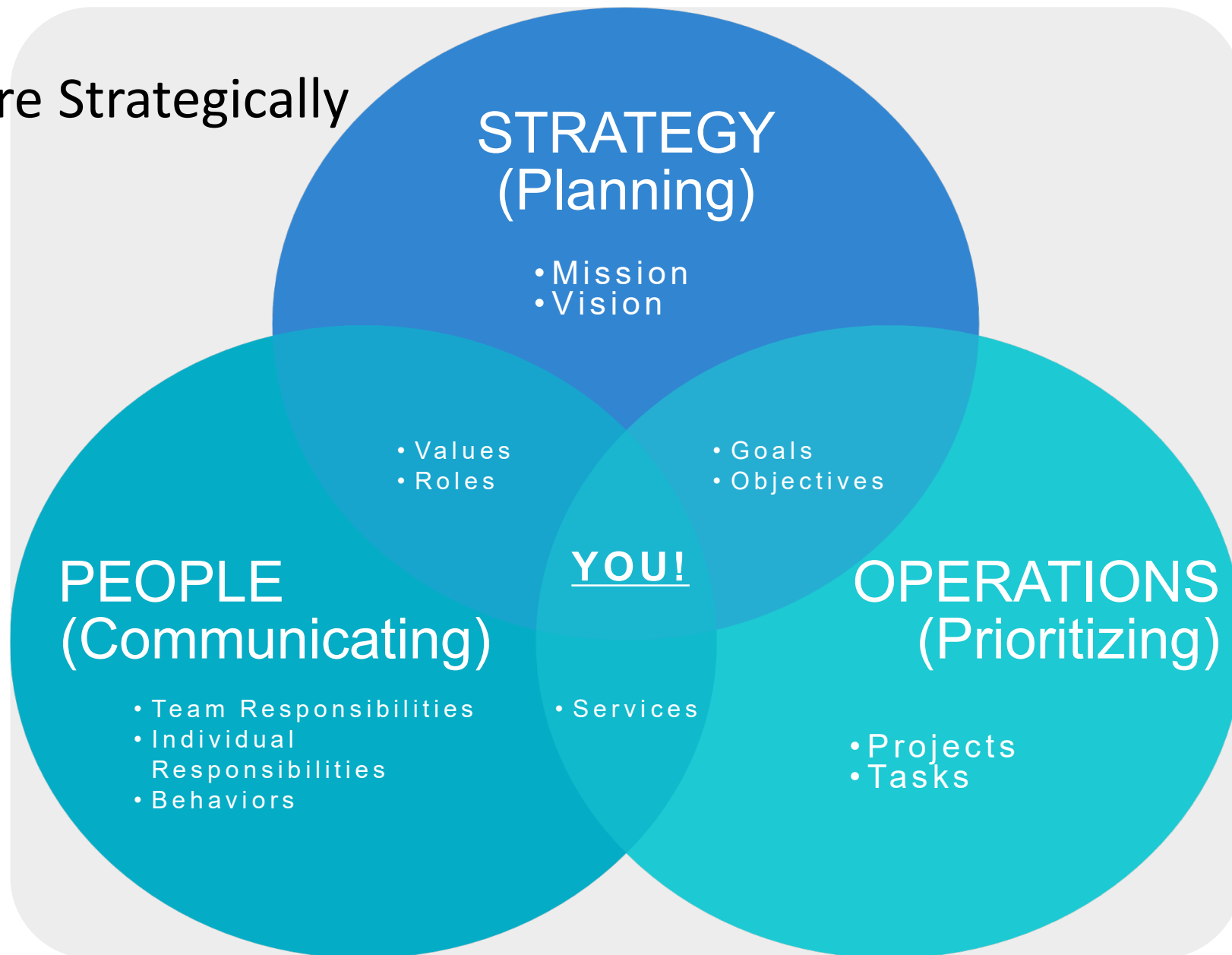
We have a board.

We have a team.

How do I increase my
likelihood of success?



Think More Strategically



The Key to Success is Shared Ownership

Board



CEO



Team

—Board owns the **trajectory**

- Where should we go?

—CEO owns the **priorities**

- What do we do in what order?

—Chamber Team owns the **tactics**

- How do we get the priorities done?



Decisions



Feedback,
Input, Advice

