

How to Make Your Board Dramatically More Effective, Starting Today

Gayle L. Gifford

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A high-performing, diligent board that takes its responsibilities seriously is the Holy Grail of nearly every nonprofit in the U.S. Such a board means more money raised, swifter policy decisions, steady governance, and less Advil for the CEO. But can you realistically get there from here? Can you put your average or good board on the road to greatness? Indeed you can, says Gayle Gifford, and you're closer than you think. Gifford's approach is as fresh as a morning-picked berry. She doesn't lecture, doesn't scold, doesn't harangue. Instead she challenges your board to transform itself by answering a series of probing questions. As your board answers (and sometimes debates) each one, they simultaneously take stock of the overall job they're doing - or not doing. All without delay or the help of an expensive board consultant!



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