PREPARING YOUR BOARD FOR THE NEXT GENERATION

Adam J. Williams, Esq.
Nonprofit Day 2019
>50%
Our Goals Today

• A change in Perspective
• Purpose of a Board
• Learn about Millennials
• 14 Tips
• No Swearing

How to get millennials to work with your board,
And how to get your board to work with millennials
What’s a Millennial?

<table>
<thead>
<tr>
<th>Generation</th>
<th>Years</th>
</tr>
</thead>
<tbody>
<tr>
<td>Baby Boomers</td>
<td>1944 - 1964</td>
</tr>
<tr>
<td>Generation X</td>
<td>1965 - 1982</td>
</tr>
<tr>
<td>Millennials</td>
<td>1983 - 1994</td>
</tr>
<tr>
<td>Gen Z</td>
<td>1995 - 2015</td>
</tr>
</tbody>
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Erie must begin to learn from failure: Adam Williams
Nonprofit Board Service

- Current:
  - Lakeshore Community Services
  - Lake Erie Ale Trail
  - Erie Art Museum
  - Innovation Collaborative

- Past:
  - Erie County Bar Association
Some Assumptions

- 6 parts of a Non-profit organization
- 3 reasons people do things
Assumption #1:  
6 Parts of a Business

- Marketing
- Sales
- Production
- Financial Controls & Metrics
- People
- Physical Plant
Assumption #2: 3 Reasons People Take Action

- Time
- Esteem
- Money
The Purpose of a Board

■ Primary
  - Mission
  - Strategy
  - Goals
  - Vision

■ Secondary
  - Committees
  - Tactics
  - Fundraising
  - Volunteering beyond meetings
  - Garnering Support
  - Painting
  - Running 5k’s
THE PROBLEM WITH MILLENNIALS
The Deloitte Study

2019 = 8th annual

Yes, people get paid to study this
Did we talk about millennials in 2011?
Born in 1984 = 27 in 2011

4 Key takeaways
The Deloitte Survey – Takeaway #1

Key Takeaways:
- Deterioration in trust and optimism
  - Macroeconomic and day-to-day

Why?
- Lack of mobility and social mobility
- Media/politics
The Deloitte Survey – Takeaway #2

- Skeptical of businesses’ motives
- Why?
  - Focus on business agenda and not impact on society.
  - Shopping with their values
The Deloitte Survey – Takeaway #3

- Millennials and Gen Z’s value experiences
- Still want to earn a high salary and be wealthy
- Top of list of aspirations:
  - Travel (57%)
  - Own a house (49%)
  - Positive impact in communities and society (46%)
  - Have children/family (39%)

- Why?
  - Dreams delayed due to financial or other constraints
The Deloitte Survey – Takeaway #4

- Love/Hate relationship with technology
  - Social Media
    - Most believe social media does more harm than good
    - Most would be physically healthier if they reduced time on social media
    - Most would be happier
  - Cybersecurity
- Why?
  - Sort of self-explanatory
The Deloitte Survey - Conclusion

- Little Optimism
- Little Hope
- Little Trust
- Lots of Disruption

- Reality vs. Perspectives – does it matter?
Simon Sinek

- Parenting
- Technology
- Impatience
- Environment
Small Changes to Make a Big Difference
DIVERSITY
An old, old wooden ship used in the civil war era
LEAD OR BE LEAD
RECONSIDER HOW YOU RECRUIT
MANAGE EXPECTATIONS
SPEAK UP
This Photo by Unknown Author is licensed under CC BY-SA

BOARD ORIENTATION

NO CELL PHONES IN THE MEETING ROOM
TERM LIMITS
MEETING TIMES
REAL COMMITMENT
HAVE THE CONVERSATION
Start With Why
Take a picture now

The List of Tips

- No Tokens
- Lead or Be Lead
- Consider How You Recruit
- Manage Expectations
- Speak Up
- Board Orientation
- Ban Phones
- Term Limits
- Communication
- Meeting Times
- Money
- Leverage Networks
- Real Commitment
- Have the Conversation
For the slides and other materials

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