

LISC SAN ANTONIO

Effective Boards: Representing Your Organization

August 21, 2024

ACTIVITY #1: Re-Packaging Your Organization's Mission Statement

1. What is your organization's current Mission Statement as noted in your Bylaws, Website, etc.?

2. Assume that you have 15 seconds to deliver the Mission Statement above. How would you re-phrase it to accomplish the following:
 - Quick delivery
 - Easily understandable
 - Provocative – Leave them wanting to ask more questions
 - Be Bold!

3. With your neighbor, practice asking and answering the question:
"What does your organization do?"

**ACTIVITY #2: What Do You Do?
(AKA What is your Role in your Organization?)**

- Pair up with your neighbor.
- Take turns asking this question 4x.
- Rule: You cannot repeat any of your previous answers.

#1 “What Do You Do?”

#2 “But What Do You Do?”

#3 “What Do You Really Do?”

#4 “So, What Do You Really Do?”

ACTIVITY #3: What is Your Branding Story?

Goal: To identify your unique value as a leader and help you build a personal brand story or statement from that knowledge.

Directions: Pair up in twos or three's and take the following steps:

Step 1: Answer the following questions from your point of view. [10 Minutes]

1. What organization do you work for?

2. How long have you worked there?

3. What inspired you to work there, or in the role you're in? What is the why behind what you're doing?

4. What is different about you from other leaders at your organization?

5. What is different about you from others in your field?

6. Consider what you have done to date. What are the top three values you seem to care about based on that body of experience.

Step 3: Come together and share your responses with each other. [10 Minutes]

Step 4: Edit your brand story as you like. Select a “spokesperson” from the group to share their story and any “aha” moments.

Ex. I'm Netanya Jamieson, and I bring over 16 years of executive leadership experience, specializing in strategic management across key operational domains. My journey over 19 year is marked by a relentless focus on driving process improvements and optimizing case management strategies, which has been pivotal in achieving tangible successes and program growth. I've successfully led complex initiatives, consistently delivering results through a blend of strategic vision and hands-on management. What truly sets me apart is my personal journey—a path filled with both challenges and triumphs that have shaped me into the leader I am today. My passion for what I do fuels my daily drive, and it's this passion that keeps me committed to continuous learning and transformative change. I believe that transparency, honesty, and communication are the cornerstones of effective leadership, and I strive to embody these values in every aspect of my work. In every role, my goal has been to inspire and lead with integrity, ensuring that the teams I work with are empowered to achieve their best. This is my brand—built on experience, driven by passion, and anchored in a steadfast commitment to leadership excellence.

Lori Hall, Senior Program Officer

210.385.0430

LHall@lisc.org

Netanya Jamieson, Program Officer

210.771.5311

NJamieson@lisc.org

Thank You for Joining Us Today!