

# **THE TOP 10 TRAITS OF SUCCESSFUL BOARD MEMBERS**

**BAY AREA PROPERTY SERVICES  
ANNUAL BOARD MEMBER SEMINAR  
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# WHAT ARE WE TALKING ABOUT?

- **WITHOUT A SUCCESSFUL ASSOCIATION BOARD OF DIRECTORS, THE EXPERIENCE OF LIVING IN A COMMON INTEREST DEVELOPMENT CAN BE A CHALLENGE**
- **SERVING ON AN ASSOCIATION'S BOARD OF DIRECTORS CAN BE A THANKLESS JOB, BUT IT CAN ALSO BE REWARDING**
- **SO, WHAT DOES IT TAKE FOR A BOARD MEMBER TO BE SUCCESSFUL?**

# TOP TEN TRAITS

- 1. MOTIVATION**
- 2. WILLINGNESS TO LEARN**
- 3. SENSE OF FAIRNESS**
- 4. CONSISTENCY**
- 5. GOOD JUDGMENT**

# TOP TEN TRAITS (CONT.)

**6. STRONG COMMUNICATOR**

**7. CONSENSUS BUILDER**

**8. HIGH INTEGRITY**

**9. EMPATHETIC**

**10. COURAGE**

# SUCCESSFUL TRAIT #1

## MOTIVATION

# Motivation



**Motivated**

- Takes Responsibility
- Helps Colleagues
- Committed to Achieving Company Targets & Goals
- Interest & Concern for the Business
- Low Levels Of Absenteeism



**Demotivated**

- Poor Timekeeping
- High Levels of Absenteeism
- Avoids Responsibility
- Poor Customer Service
- Rarely Helps Colleagues
- Little Interest & Concern for the Business

# MOTIVATION

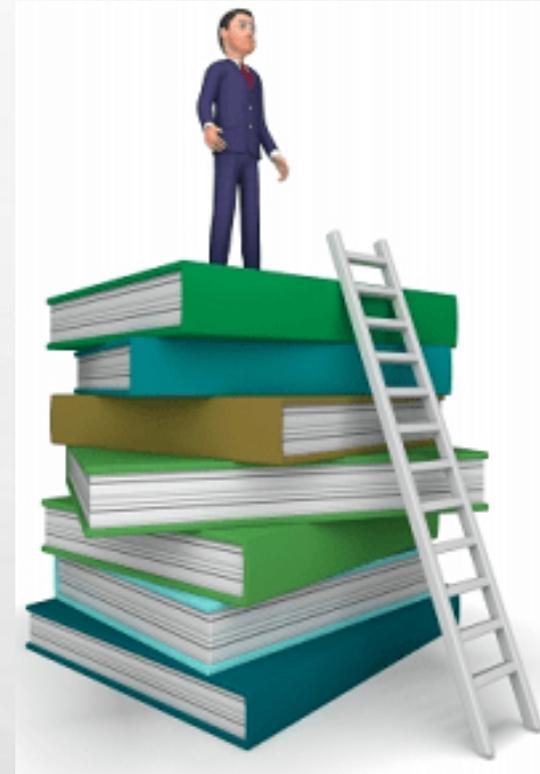
- **BOARD WORK IS HARD WORK**
- **THERE CAN BE A LOT OF MEETINGS, COMMITTEE DUTIES, “HOMEWORK”, AND CHALLENGING DECISIONS TO BE MADE**
- **ONE OF THE GREATEST CHALLENGES TO A BOARD MEMBER’S SUCCESS IS NOT HAVING ENOUGH TIME AND ENERGY TO DEVOTE TO THE JOB**

# MOTIVATION (CONT.)

- **OWNERS AND RESIDENTS NEED AN ENGAGED BOARD MEMBER WHO IS MOTIVATED TO LOOK OUT FOR THE ASSOCIATION'S BEST INTERESTS AND ACTIVELY PROMOTES THOSE INTERESTS**
- **BEING A GREAT BOARD MEMBER MEANS BEING ENGAGED, MOTIVATED, AND COMMITTED**

# **SUCCESSFUL TRAIT #2**

**WILLINGNESS TO LEARN**



# **WILLINGNESS TO LEARN**

- **AN OPEN MIND AND READINESS TO LEARN IS KEY**
- **BOARD MEMBERS NEED TO TAKE THE TIME TO REVIEW AND UNDERSTAND THEIR GOVERNING DOCUMENTS AND APPLICABLE LAWS**
- **IT TAKES A CURIOUS AND ACTIVE MIND TO MASTER THE BASICS OF FINANCIAL MANAGEMENT, COMMON AREA MAINTENANCE, FIDUCIARY DUTY, LIABILITY INSURANCE, CORPORATE FORMALITIES, ETC.**

# SUCCESSFUL TRAIT #3

**SENSE OF FAIRNESS**



# **SENSE OF FAIRNESS**

- **BOARD MEMBERS SHOULD CONDUCT THEMSELVES WITHOUT BIAS, TREATING EACH SITUATION ON ITS OWN MERITS**
- **DON'T BE A "DO AS I SAY AND NOT AS I DO" KIND OF PERSON**
- **BE CIVIL, DIRECT, AND TRANSPARENT**

# SUCCESSFUL TRAIT #4

**CONSISTENCY**

**CONSISTENCY**  
**IS** 

# CONSISTENCY

- **STAY FOCUSED ON THE “BIG PICTURE”**
- **DON'T MAKE PROMISES YOU CAN'T KEEP**
- **THE BOARD SHOULD SPEAK WITH ONE VOICE**
- **OWNERS AND RESIDENTS ARE MUCH MORE LIKELY TO ACT WITHIN THE RULES IF THEY KNOW THEIR BOARD WILL CONSISTENTLY ENFORCE THEM**

# SUCCESSFUL TRAIT #5

**GOOD JUDGMENT**



# GOOD JUDGMENT

- **GOOD JUDGMENT IS A MUST!**
- **IN MANY WAYS, IT IS THE JOB OF A BOARD MEMBER**
- **A BOARD MEMBER WITH SOLID JUDGMENT KEEPS THE ASSOCIATION OUT OF TROUBLE AND HELPS THE BOARD NAVIGATE DIFFICULT SITUATIONS**
- **RELY ON YOUR WISDOM AND EXPERIENCE**

# SUCCESSFUL TRAIT #6

**STRONG COMMUNICATOR**



# **STRONG COMMUNICATOR**

- **WELL-HONED ORAL AND WRITTEN COMMUNICATION SKILLS CAN GO A LONG WAY TOWARD CONSTRUCTIVELY ADDRESSING ISSUES**
- **LISTEN TO YOUR FELLOW BOARD MEMBERS AND THE MEMBERSHIP**
- **TIMELY COMMUNICATE ON ISSUES**
- **PROVIDE AS MUCH RELEVANT CONTEXT AS POSSIBLE**

# **SUCCESSFUL TRAIT #7**

**CONSENSUS BUILDER**



# CONSENSUS BUILDER

- **CONSENSUS BUILDING OFTEN STARTS WITH BOARD MEMBERS KNOWING HOW TO CONDUCT THEMSELVES “PROPERLY” IN MEETINGS**
- **DON'T BE HIGH TEMPERED AND QUICK TRIGGERED**
- **AVOID AND DISCOURAGE GOSSIP MONGERS, FACTIONS, AND CLIQUES**
- **MOVE AGENDAS FORWARD AND ACCOMPLISH STRATEGIC GOALS FOR THE OVERALL GOOD OF THE COMMUNITY**

# SUCCESSFUL TRAIT #8

**HIGH INTEGRITY**

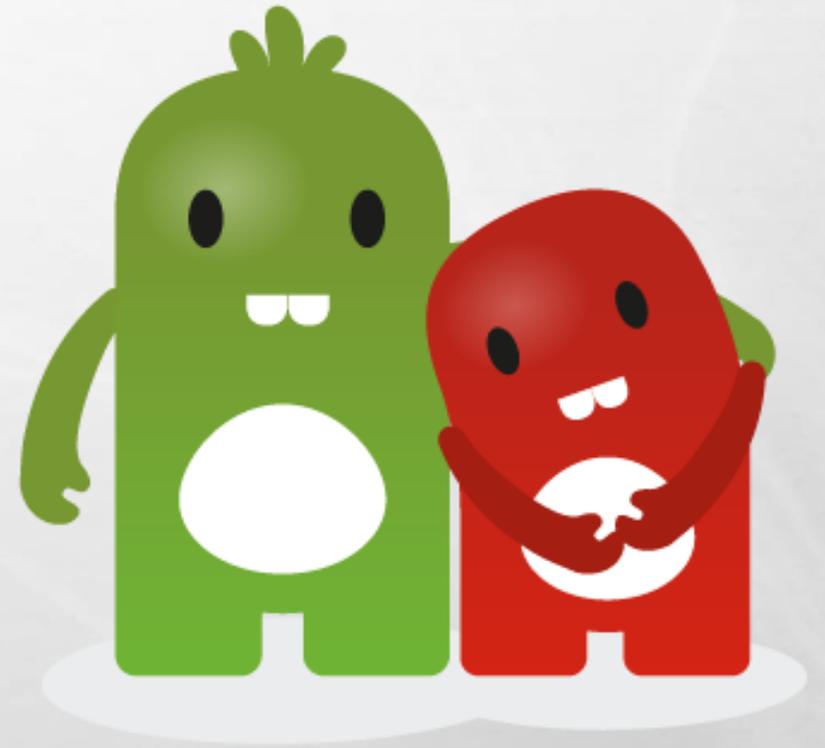


# HIGH INTEGRITY

- **BOARD MEMBERS SHOULD AVOID ANY APPEARANCE OF IMPROPRIETY**
- **BE HONEST, LAW-ABIDING, AND ETHICAL**
- **DO THE RIGHT THING EVEN IF NOBODY NOTICES**
- **SHARE INFORMATION SO THAT EVERYONE CAN MAKE THE RIGHT DECISION OR UNDERSTAND THE DECISIONS THE BOARD IS MAKING**

# SUCCESSFUL TRAIT #9

**EMPATHETIC**



# EMPATHETIC

- **HAVING EMPATHY USUALLY BEGINS WITH GOOD LISTENING SKILLS**
- **WHILE YOU'RE NEVER GOING TO BE ABLE TO MAKE EVERYONE HAPPY, YOU CAN OFFER UNDERSTANDING**
- **RECOGNIZE AND APPRECIATE DIVERSITY IN THE COMMUNITY**

# SUCCESSFUL TRAIT #10

**COURAGE**



# **COURAGE**

**[THIS IS MAYBE THE MOST UNAPPRECIATED TRAIT]**

- **BOARD MEMBERS NEED TO HAVE THE COURAGE OF THEIR CONVICTIONS, AS WELL AS THE COURAGE TO FACE UP TO HARD TRUTHS AND TO MAKE TOUGH CALLS WHEN THE ANSWER ISN'T ALWAYS OBVIOUS OR FAVORABLE**
- **BE THICK-SKINNED AND DON'T TAKE THINGS PERSONALLY**
- **AVOID A PEOPLE-PLEASING MENTALITY**

# FINAL THOUGHT

- **KNOWLEDGE ISN'T EVERYTHING**
- **MINDSET IS EVERYTHING**





**THANK YOU!**

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