

Strengthening CEO and Board of Directors Partnership

BREAKOUT SESSION 2
IBIS ROOM, 4TH FLOOR



Introduction

Co-Chair, NHC Health Leadership Conference Planning Task Force

- **Dory Kranz**
President & Chief Executive Officer
National Alopecia Areata Foundation

Panel: CEO Succession Planning and Transition: The Good, The Bad, and The Ugly



CEO Succession Planning and Transition

- **Dory Kranz**
President & CEO
National Alopecia
Areata Foundation
- **C. Grace Whiting**
President & CEO
National Alliance
for Caregiving
- **Nancy Berg**
CEO & Executive Director
ISPOR
- **Steve Gibson**
Chief Executive Officer
Lupus Foundation

Break

10:25 – 10:35 A.M.



CEO/Board Partnership and Board Effectiveness

FEBRUARY 15, 2019



Introduction

- **Cyndi Zagieboylo**
Chief Executive Officer
National Multiple Sclerosis Society

- **Peter Galligan**
Chair of the Board
National Multiple Sclerosis Society

National MS Society Board of Directors

- 37 Directors—nationwide
- Slate is elected by Delegates
- Tenure:
 - 57% 0 to 5 years
 - 16% 6 to 10 years
 - 27% 11 to 15 years
- Term = one year
- Clear expectations (give/get, participation)



National MS Society Board of Directors

- Board leadership
 - Chair up to 4 one-year terms
 - Chair-elect, one year
 - Vice Chairs—Three named
- Board Composition and Diversity
 - Affected by MS
 - Professional background
 - Gender
 - Racial / Ethnic
 - Age

National MS Society Board of Directors: Engagement

- Annual documented discussion
- Last year's performance/input on Board effectiveness
 - Expectations for upcoming year
 - Attend and participate
 - Committee(s) member/leader
 - Give and Get
 - Spread confidence/communicate
 - Complete surveys
 - Use Board Portal



CEO-Board Partnership and Board Effectiveness

Role Clarity

- Board
 - Fiduciary, governance
 - Sustainable future
 - Adequate resources
- CEO
 - Carry out Strategic Plan (mission, values)
 - Policies are followed
 - Staff supervision

CEO-Board Partnership and Board Effectiveness

Role Clarity

- Board
 - By Laws and Governance policies
 - Committee Charters and Annual Objectives
- CEO
 - Strategic Plan
 - Annual performance goals
 - Feedback via surveys and Compensation Committee

CEO-Board Partnership and Board Effectiveness

Communication

- Meetings
 - 3 in person (over 2 days)
 - 3 virtual (2 hours)
- Reports
 - Quarterly Strategic Plan Impact
 - Quarterly dashboards
 - Financials

Key Take-aways

- Know each Director: Motivations, interest in leadership, competencies, capacity
- Gain annual engagement commitments
- Make space for Directors to know each other
- Identify annual objectives: Committees, Chair, CEO
- Measure impact—Dashboards, quarterly reports
- Manage meetings: Participation, minimal report outs
- Reinforce what was accomplished—Talking points
- Highlight the Ambassador Role

Questions?

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Thank you!

The General Session resumes at 12:00 p.m.
in the Dalmar Ballroom with our next
presenter, Casey Albertson, President of
PatientBond.

