



Recruiting Startup Board Members

Presented by Christa Downey
May 21, 2024



Gathering a Team for Success

At the Core

Vision & Values Alignment



Expertise Across Key Areas



Recruit Senior Executives You Can Count On

Senior Executives Will Take Leadership for Their Areas

Add layers & leave room for growth -

1. Find the right people, don't rush it
2. Hire people you trust to do the work
3. Onboard them well
4. Step back and focus on what you love & excel at



Writing Job Descriptions

Role:

Core responsibilities:

Essential skills & experience:

Qualities of an ideal candidate:

Shared core values:

Compensation:

Travel & geographic requirements:

Description:



Recruit Board Members Who
Will Guide You

You Need a Board Now

A board will enable you to:

1. Fill the gaps of knowledge, expertise, and connections
2. See what's on the horizon & keep you on track
3. Grow your team effectively
4. Get things in order for an exit



How are advisory board members sponsoring your success?

Starting Line: Identify Board Needs

1. Determine Gaps
 - a. Finance
 - b. Audit
 - c. Legal
 - d. Go-to-Market
 - e. Exit
2. Identify People
 - a. Use your network
 - b. Network Hubs
 - i. [4th Effect](#)
 - ii. [BoardProspects](#)
 - iii. [Athena Alliance](#)



Rounding the Bend: Set Yourself Up for Success

Hire an experienced attorney to help with board documentation

- a. Roles
- b. Responsibilities
- c. Equity Agreements
- d. Compensation
- e. Term Limits



Provide Clear Onboarding for Everyone



Onboarding

- Communication:
 - What does the exec team need to know for success?
 - What does the board need to know for success?
 - What topics need your approval? What topics need board approval?
- Affirm why each person is on the team
- Code of Conduct
- Succession planning!



Community Building

Mission, Vision, Values alignment

Maintaining culture with growth

Community building



Support Ongoing Success with Leadership Skill Development



Leadership Development

- External trainings & conferences
- Internal trainings
- Coaching
- Low cost:
 - Books
 - Podcasts
 - Slack channel for learning opportunities
 - Help identify mentors



Resources

Books

Build Your Board, Build Your Business: The Path to Million Dollar Success Explained, Barbara Clarke

Reboot: Leadership & The Art of Growing Up, Jerry Colonna

Startup Boards: A Field Guide to Building and Leading an Effective Board of Directors, Brad Feld, Matt Blumberg, Mahendra Ramsinghani

Well Oiled Operations, Stacy Tuschl