

The Architecture of Action: How to move board members to do things differently

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Washington Nonprofits

Nancy Bacon
nancy@washingtonnonprofits.org
@bacon_world

Laura Pierce
laura@washingtonnonprofits.org
@laurapierceWA

1. The Architecture of Action

I want _____ to _____.

2. Choose a statement that interests you, circle it, and discuss it with a partner.

HEART

- *Change happens when you speak to people's feelings.*
- *Appealing to someone's aspirations is more powerful than focusing on deficits.*
- *Board members must see themselves in the story making a positive impact.*

BRAIN

- *Novices use thinking skills. Experts use knowledge.*
- *We remember about 58% of what we hear after 20 minutes, 33% after a day.*
- *We can influence people to take action by reminding them of their values and our shared identity.*

3. What are the four barriers to action?

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a. Be specific about one barrier in the way of your person.

b. What will you do to address it?

4. What are the three accelerators of action?

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a. Who is on this person's team?

b. When will this person stop and reflect?

2. Boards in Gear

Boards in Gear is one model for designing experiences over information. Name one way this connects with you.

3. Activating Your Board

I want _____ to _____.
Person Action verb

I realize that there are some barriers in the way, one of which is _____.
Barrier

I am going to deal with this barrier by _____.
Action verb +

I want really this person to succeed, and so I am now going to focus on three accelerators of action. Because of the good work I have done so far, this person now holds *their own goal* for this work. It is: _____.
Goal

This person's team is made up of _____ and _____.
Person Person

I am going to make sure that this person has time and space to think in a deep and structured way by setting aside time _____ and _____.
When When

I will know when this person succeeds because I will observe _____.
Action

SELECTED READING

All four of Washington Nonprofits' board toolkits can be found at **wanonprofitinstitute.org**.
Boards in Gear - Finance Unlocked for Nonprofits - Let's Go Legal - Strategic Planning in Nonprofits

Articles

"Change or Die": <https://www.fastcompany.com/52717/change-or-die> (May 1, 2005)
Memory neuroscience: <https://amp.theguardian.com/education/2015/sep/16/what-happens-in-your-brain-when-you-make-a-memory> (September 16, 2015)
Interesting articles on behavioral economics: <https://www.artefactgroup.com/resources/>

Selected books

Presuasion: A Revolutionary Way to Influence and Persuade, Robert Cialdini (2016)
Switch: How to Change Things When Change is Hard, Chip & Dan Heath (2011)
The Power of Habit: Why We Do What We Do in Life and Business, Charles Duhigg (2014)
Thinking, Fast and Slow, Daniel Kahneman (2011)

Design

Instructional design behind Washington Nonprofits toolkits and "Aim for Action" video:
<https://chunkflipguidelaugh.com>
Action Mapping (Cathy Moore): <http://blog.cathy-moore.com/action-mapping/>