



FROM 30,000 FEET TO BOOTS ON THE GROUND

***EVERYONE HAS THEIR ROLE AND KNOWING
YOURS IS KEY TO SUCCESS***

Participant Packet

STRATEGIC
ADVANTAGE
— CONSULTING —

TIM WEISHEYER

- 2011 President of Osceola County Association of REALTORS®
- 2012-2020 Two-term Chairman of Osceola School Board and Board Member
- 2019-2020 President of Florida School Boards Association
- 2021 Gubernatorial Appointment by Governor Ron DeSantis to Greater Orlando Airport Authority Board
- 2023 Vice President of Florida REALTORS®
- 2024 Chair NAR Strategic Planning Committee
- 2025 President of Florida REALTORS®



THE SHIFT FROM LOCAL TO STATE

Local

State

Focused on

- detailed and specific issues and policies



- addressing issues on a broader and more diverse scale

Relationships are built with

- individuals at the local level who become well-known and continued supporters



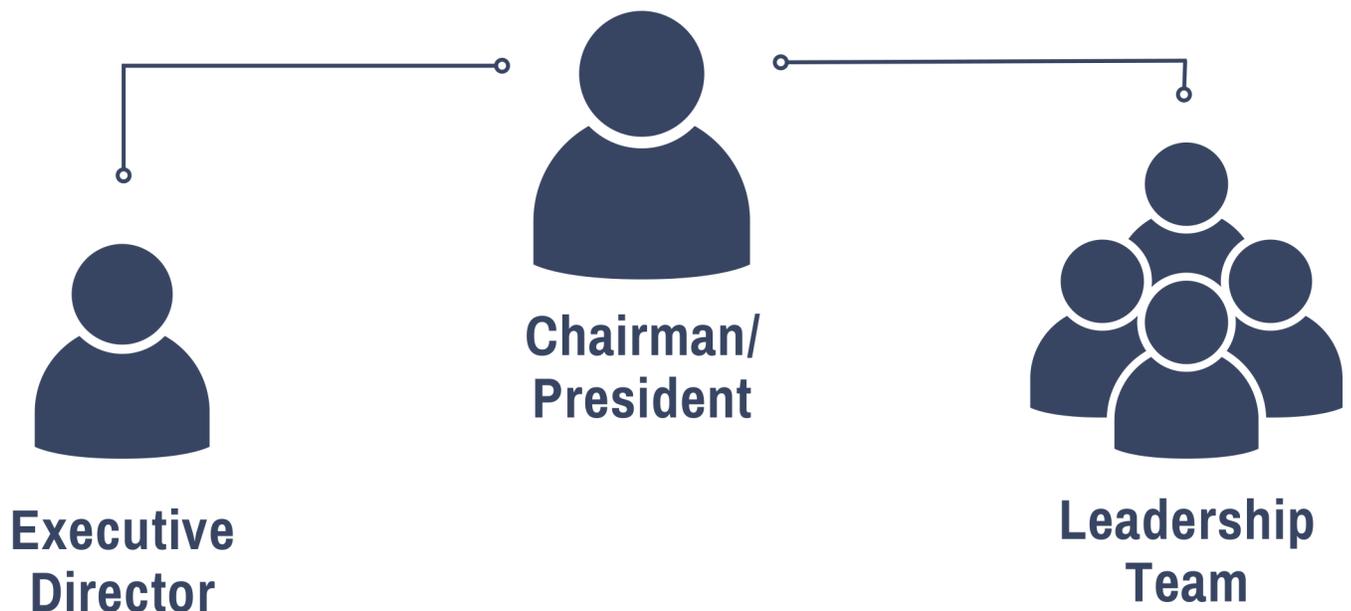
- entities and organizations that may change more frequently without an established rapport

UNDERSTANDING YOUR ROLE AS A STATE-LEVEL BOARD MEMBER

Primary Objectives

- Provide guidance to Executive Director & BOD
- Oversee Strategic Plan and ensure accountability for Executive Director and staff
- Inspire and motivate members to be more effective, focus on student achievement, and effect change in their district
- Demonstrate thoughtful leadership and effective governance practices
- Help members think more strategically and intentionally
- Underscore best practices

BEING A VISIONARY AND RELATIONAL LEADER



*Leadership seems easy when it's positional...
but it's revealed when it's challenged.*

WHERE ARE YOU ENTERING ON THE SCALE?



- Straight-forward decisions
- Inheriting a time, space, season, or organization running exceptionally well in all arenas

- Major external threats or challenges
- Difference of opinion between the Executive Committee and Leadership Team

30,000 FEET

Governing Board - President - Leadership Team

- Big picture and moving parts
- Stay out of the details

CEO - Executive Director

BOOTS ON THE GROUND



EFFECTIVE STRATEGIES

for building a positive relationship with your Executive Director

- Regular and honest communication; no surprises
- Provide clear and consistent directives and expectations
- Recognize the difference between governance and management decisions
- Respond timely—staff will work to respect your time, but when they need information or direction, it is likely time-sensitive
- Remember that the membership is diverse and extends far beyond your own personal board and issues

The Association Executive has a vested interest in helping you succeed in whatever your respective role may be.

Likewise, you as a leader of this state association have a vested interest in helping and empowering your Executive Director and staff to succeed.

PRO-TIP

Everyone comes from different backgrounds with different experiences.



EFFECTIVE STRATEGIES

for building a positive relationship with your Executive Director

- Work early on in the process to build a rapport and relationship with the individual, which gives the space for people to know and understand each other
- Learn and understand:
 - your natural strengths
 - your personality
 - your personal philosophical beliefs
 - what you want to accomplish
 - why you're taking on this role

Then do the same for your Executive Director

PRO-TIP

Spend time with and get to know one another.

- Discuss and plan for year of leadership
- Commit to:
 - respond to concerns and questions of the other
 - demonstrate support for each other
 - not surprise the other
 - not make unreasonable demands of the other
 - Maintain high expectations of the other

*Create an environment of mutual respect, trust,
and communication.*



Notes:

A large rectangular area with a dark blue border and a light gray background, containing 15 horizontal lines for writing notes.



**THANK
YOU**



STRATEGIC
ADVANTAGE
— CONSULTING —

