

## 2018 IPGA PRE-CONFERENCE SESSION

### DEEP DIVE: EXPLORING THE POWER OF ENDS: THE LATEST IN THEORY AND APPLICATION

Thursday, June 21, 2018

10:00 am – 4:30 pm

Ends policy development is one of the most challenging, yet integral and powerful components of Policy Governance practice. How can a board get the most benefit from this unique direction setting tool?

By participating, you will enhance your theoretical understanding of the Ends concept with special attention to the latest thinking on the "at what worth" component. We'll explore how Ends differ from traditional mission/goals/objectives language, their role in the strategic planning process, and why Ends add greater value to governance.

We'll also do some "hands-on" work by rolling up our sleeves and developing Ends policies. You may also choose to bring your current Ends policies for review and suggestions for improvement. In addition, you'll also have the opportunity to create Ends monitoring reports complete with interpretations presented as operational definitions.

And finally, we'll look at what boards can do to enhance their abilities to set Ends that speak to the right benefits, for the right people, at an appropriate worth. In particular, how can the Board better incorporate the values of its owners and enhance its forward thinking for crafting better Ends policies?



**Dr. John Bohley**, Principal consultant for Boards On Course

Prior to embracing board governance consulting in 2014, John served in management roles in the non-profit, public, and he attended the Policy Governance Academy in 2005. John has a master's degree in social work and a doctorate in public administration. Contact via [John@BoardsOnCourse.com](mailto:John@BoardsOnCourse.com) or [jpbohley@gmail.com](mailto:jpbohley@gmail.com).



**Bill Charney**, Principal Consultant, Charney Associates

Bill has been a trusted advisor to more than 300 governing boards since 1997. He has an MBA from the University of Colorado, has served on many Boards, and chaired two, and served nine years as the highly successful CEO of a prominent Denver, Colorado nonprofit. Bill co-authored, with Miriam Carver, *The Board Member's Playbook*.



**Richard Stringham**, Senior Associate, Governance Coach

Richard has provided development services to a range of organizations and began working with the Policy Governance model in 2002 with the Alberta Institute of Agrologists (AIA) where he provided governance services to both the CEO and the governing Council. He attended the Policy Governance® Academy in 2004 and is a member of the International Policy Governance Association's Model Consistency Committee.