

### Purpose

Our Advisory Council complements the governing Board of Directors and the Management Staff. Advisors are sought for their fresh ideas, experience, insight, and passion for Collaborative Leadership. Advisory members are typically one-on-one relationships with members of the Board or Staff. The Council does not have meetings, per se, except if members are on specific committees or task forces.

### Membership

Some members are asked to join the Advisory Council because of their knowledge of subject matter in which they are considered “Thought Leaders”. Other members may be included to create a bridge to new networks of people, institutions, and or Leadership Initiatives. Others may be asked to join based on depth of experience, personal leadership skills, or their ability to assist with fundraising, programs, or strategy for development of The Institute.

### Functions

- **Advice & Support:** The Advisory Council provides two- way lines of communications for:
  - Input on new ideas, critical priorities, problems, and opportunities
  - Advice on design and development of new programs and initiatives
  - In some cases, to serve on faculty, as guest speakers, or to be a member of a committee or task force
- **Relationships & Networks:** Advisory Members *may* be asked to open their own personal and business networks to the organization to help find new prospects, sponsor events, market our products, act as public advocate, invite attendees, act as corporate sponsors, or provide counsel in key areas of expertise not represented within the organization's staff. Many organizations have formed marketing and public relations advisory groups and government affairs committees.
- **Policy Development:** The Institute is a non-political, non-religious organization, and does not engage in any form of advocacy that would jeopardize our not-for-profit status. However, as an Educational Institute, we do establish Policies, Priorities, and Initiatives that are designed to further collaboration among advocates of trust-based leadership, teamwork, and innovation. Advisory Board members can play an important role in policy development.
- **Committees, Initiatives & Task Forces:** At various times the Institute will want to address critical issues. The Advisory Council is a very effective way of tapping into leadership skills, creating thought leadership & faculty engagement, alliance building, program excellence, organizational effectiveness, marketing, public relations, and fund-raising. We will often need strategic thinkers to help us plan a new program from research to implementation” with all the details and pitfalls defined. However, there is not obligation for an Advisory member to engage in a committee or the like.

## Term

- **No Term Limits:** While we have no “term limits” on our Advisory Council members, we propose an initial 2 year commitment, which would permit both you and we to create impact. If the Advisor’s role has no future function or impact then you and we can decide to renew or not.

## Obligations & Exclusions

- **Voluntary Engagement:** The obligations of the Advisory Council members are strictly voluntary and are never intended to incur a burden of meetings or structured goals -- unless an Advisor wishes to serve on a committee, initiative, or task force. S/he may choose to organize members, both internal and external to develop solutions, leadership, and program options to advance the development and buildout of The Institute.
- **No Legal Function/Authority:** The Advisory Council serves no legal function, has no governing authority, nor do members incur any liability on behalf of The Institute.
- **Ethical Standards:** All Advisory Council members are expected to adhere to the highest ethical standards and support the key leadership principles upon which The Institute has been built.
- **Confluence & Conflict of Interest:** We recognize that there will normally be a “confluence of interests” between the Institute and the Advisory Council members. This “confluence of interest” is an asset, and not to be confused with any “conflicts of interest” which should be open and transparent. We do not expect our Advisors to engage in undisclosed competition with the Institute.
- **Governance:** The Advisory Council is an “ad-hoc,” group of individuals. We may call on clusters of members to work together jointly. Any members are welcome to speak to each other privately and share ideas; we are happy to facilitate such linkages. The Chairman of the Board of Directors is ultimately responsible for maintaining the vibrancy and vitality of the Advisory Council and its members.
- **Confidentiality:** Discussions with Advisory Council members individually and in group are *confidential*, unless otherwise agreed to by all parties to the discussion.