

## THE BREAKTHROUGH BOARD SCRIPT (FOR YOUR REVIEW)

FINAL APPROVAL: \_\_\_\_\_

APPROVAL DATE: \_\_\_\_\_

### SET-UP:

Sara is president of her local ATD Chapter. There are several new board members this year and things aren't going well. Although they've officially been on the board for three months, some of them still haven't updated their photos and email signature lines.

Board meetings are a "challenge" to say the least. It seems like no one can focus on strategic initiatives because the new board members aren't up to speed. Several people haven't yet submitted budgets for their area of responsibility, so the board can't vote to finalize the Chapter's annual budget.

Sara often thinks to herself: "I'd love for us to finally be recognized as ATD Chapter of the Month, but at this rate I don't know if it's ever going to happen."

### INCITING INCIDENT:

One day, Sara sees an email from Gilbert, the new Chapter VP of Marketing. The email still shows a picture of his predecessor, Ashley, and her signature information.

Just then, her phone buzzes. It's a text from her friend, Maria, who belongs to another chapter.

*Visuals on Screen (text message exchange):*

*Maria: Hey, just saw Gilbert's email. Looks like he could use some guidance.*

*Sara: Ugh. I told him to update that photo weeks ago! (upset emoji)*

*Maria: Check out this incoming board member orientation program. It's free.*

<https://theinteractivestory.com/atd>

*Sara: Thanks - I don't have much time, but I'll try to check it out.*

### Decision 1

**Visit the Website (Good Choice)** Even though she's pressed for time, Sara knows they'll never be recognized as Chapter of the Month if their board can't find a way to become more effective. She glances at the orientation dashboard and is intrigued by the list of topics.