



iQuestions Faculty, Jack Herschend

Question:

What makes a great board member?

Answer:

What a great question. What makes a great board member?

Businesses desperately need good boards, because when you have a good board, you have a great chance to have a great company. Conversely, if you have a weak board, it's very difficult to grow a great company.

Good board members bring to the table integrity, they bring years of judgment, and they bring a passion for the business that they're there to serve. They also bring the ability and the willingness to ask the tough question.

Questions are pure gold in a board meeting, and the board member that knows how to really focus in strategically on the most important, and therefore ask the tough questions, is most likely to make a tremendous contribution.