



**ecoETHONOMICS**

**Governance Training**



**NEW VALUES • NEW WORLD**

[ecoethonomics.ca](http://ecoethonomics.ca)

*At Eco-Ethonomics (EE) we believe that good governance is strategic governance. We believe that governance is an important tool to help public-benefit organizations align how an organization operates with what it wants to achieve. Strategic governance is more than reviewing financial statements and ensuring appropriate policies are in place, it's about understanding the balance between organizational interests and an organization's mission, the changing landscape in which an organization operates and, what the organization needs to continue to be successful in the future. With that in mind, we have developed a roster of workshops designed for public-benefit boards and senior leadership (all of which can be tailored and/or combined to specific needs), including:*

## **Strategic Governance Workshops**

### ***Collective Impact, Collaborative Leadership and Governance***

When organizations come together to collectively address a social issue, good governance becomes much more complicated and important. At EE we understand the complexities that present themselves when you have to balance individual organizational interests with collective interests. Our training is designed to help organizations become more effective collaborators, equipping them to better understand the balance between serving their organizational interests and participating in sector leading collaboration. The training focuses on familiarizing board members and senior leadership with the process as well as the benefits of effective collaboration. We also distinguish between organizational and collaborative leadership to help board members and senior management tailor their expectations around short, medium and long-term results and understand their individual roles.

### ***Governance for Organizations Pursuing Social Enterprise***

Earned income through social enterprise is increasingly a key strategy being pursued by public-benefit organizations to advance their missions. From feasibility, to business planning, to launch and development, to ongoing operations, running a social enterprise brings new ways of operating and new governance responsibilities for boards and senior management. EE has helped hundreds of organizations to navigate their new responsibilities and manage risk effectively. Through the workshop we work to familiarize participants with how social enterprise activities can benefit them, the things they need to consider as they look to pursue social enterprise, and the way they may need to adjust some of their policies and procedures in order to be successful at running a social enterprise.

### ***Strategic Financial Health – Beyond the Basics***

Most public-benefit organizations understand the importance of reviewing budgets and financial statements; but too often they don't go deep enough. EE's training has been designed to be accessible to those afraid of numbers and is focused on recognizing new realities in the increasingly complex space of non-profit finance. The training provides participants with frameworks through which organizations can bring a stronger financial lens to their strategic thinking about the future of the organization. The training also provides examples of how groups have leveraged social finance tools, and strategically used mergers and acquisitions and partnerships to further their impact and protect their resources.

### ***Sustaining Leadership for the Future***

Leadership has a profound impact on an organization, unfortunately most boards don't understand their role in cultivating that leadership. While most boards acknowledge that they have a responsibility for succession planning, their work in this area rarely goes beyond the executive director, and it almost never is done as a strategic exercise. Far too often succession plans simply point the board to a list of Executive Search firms. EE's training has been designed to position succession planning as a strategic exercise, a time to look at what the future challenges will be for the organization, to identify the skills that will be needed to meet those challenges, and to then create a plan to successfully meet those challenges.

# Eco-Ethonomics Background

Eco-Ethonomics Inc. (EE) is a ground-breaking consulting firm that leverages cross-sector expertise to provide strategic advice, foster collaboration and facilitate cultural change in order to achieve social and environmental impact. The firm and its dynamic team bring an entrepreneurial spirit to the area of social innovation and social enterprise development. We exist to maximize value for all stakeholders and promote inclusivity and diversity by using strength-based, participatory methodologies that help mobilize communities to achieve the things that matter most. Our mission is to strive to be better change agents, build sector capacity, and scale social impact.

## Our Workshop Leaders



### ***Ryan Turnbull*** ***President and CEO***

Ryan founded Eco-Ethonomics in 2008 with the vision of transforming the economy by bringing social responsibility, impact and innovation to businesses, organizations, governments and communities. Since that time, he was managed over 340 contracts with the majority in the public-benefit sector. He specializes in social enterprise and leadership training and coaching. Ryan has experience on several boards of directors and is a sessional lecturer at both Durham College and Ryerson University. Ryan has led workshops across the province on topics ranging from organizational governance, collaborative governance, social enterprise, strategic planning, marketing, social impact measurement, leadership and others.



### ***Gary Wilson*** ***Senior Consultant***

Gary is a seasoned community economic development practitioner with over 30 years of experience working collaboratively with communities, industry and government to achieve social impact. He has particular expertise in the area of collective impact and collaborative governance gained through an extensive background of work with engaging with First Nations, industry and government. Gary has sat on several non-profit and for-profit boards of directors and has conducted workshops on organizational development, board governance, business development, social enterprise development and management, and negotiations.



### ***Heather Simpson*** ***Social Innovation Leader***

Heather has served as a volunteer peer reviewer for Imagine Canada's Standards Program as well as on several volunteer boards. She has worked for public-benefit organizations both in Canada and internationally and immediately prior to joining the Eco-Ethonomics team served as Director, Community Accounts at Alterna Savings and Credit Union Limited which opened her eyes to the need for better financial governance. With close to two decades of experience working in the community-benefit sector, Heather has developed broad sector knowledge. She has delivered training workshops on a variety of topics, including general board governance, the role of treasurer, preventing financial fraud, fundraising management, financial processes, and social enterprise management.



## Take the next step.

For more information or to discuss customization of these workshops, Eco-Ethonomics is here to help. Send us an email or give us a call. We can't wait to dive in and help.

We have offices in Pickering, Ottawa, and Toronto (coming soon).



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