



CEO Or President—Which Has More Impact?

If your calls aren't being returned, it may be time to change your title.

Q:

I am the CEO of a nonprofit organization and notice that some of my colleagues call themselves President and others use the title of CEO. Is there a difference? Is there a reason for using one rather than the other?

Also, what titles do most nonprofits use for positions under the CEO? I believe in capitalizing on any positive impression one particular title may be able to generate as opposed to another. Can you offer an opinion as to which titles have the most positive impact?

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A:

There are two models. The first uses titles such as Chief Executive Officer (CEO), Chief Operating Officer (COO), Chief Financial Officer (CFO), Chief Resource Officer (CRO), and Chief Coordinating Officer (CCO). The sec-

ond model uses such titles as President, Vice President, Director, Manager, Coordinator, Assistant, and Associate.

If you are meeting with a lot of for-profit folks, it is better to use titles that correspond to the ones they use. That will put you on an equal footing, and you'll be more likely to get your calls returned.

How Big Should Your Board Be?

Q:

What's a good size for a board of directors? Our board has 32 members. But only about 12 attend each meeting.

A:

Size doesn't matter; function does. Your problem isn't the number of board members but the commitment of the ones you have. A board retreat or a planning meeting where everyone is called in advance will help you to

determine why folks aren't showing up. Anyone who misses a meeting should be called afterwards and asked why they didn't attend. Perhaps you're meeting too often, or little is happening at the meeting.

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