ALTITUDE / ATTITUDE

30,000'	**THE WHY**	***VISION***
	(Think View from an Airplane)	
14,000'	**THE WHAT**	***STRATEGY***
	(Think Top of the Mountain)	
33'	**THE HOW**	***EXECUTION***
	(Think Nap of the Earth)	

Regarding the **ROLE & RESPONSIBILITY** of the Board, it can be easily explained with this ALTITUDE: ATTITUDE **framework**.

The 'COLLECTIVE' Board should never, ever, ever go **below 30,000'!**

Specific **GROUPS** within a Board can get to 14,000' (on Top of the Mountain) to help with STRATEGY. This is also a wonderful LEVEL to get Board members engaged ONE-ON-ONE! This works even better if the TOPIC is one in which they have a strong **interest/experience/expertise** (e.g. realtors and commercial developers helping with building plans, etc.)

NO Board member (collective, group or individual) should **descend** to **33'** around EXECUTION!!!!

Or, the worst… to 3"!
*Believe it or not… I have seen and heard horror story after horror story of BOARD MEMBERS who actually got involved with hiring practices, forms, letters, details, details, details… even to what kind of VENDING MACHINES were in the office!!!

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