

Executive Evaluation

ASAE, Associations Now 2017

Whether you're a seasoned volunteer leader or new to board work. Playing an informed role in the evaluation of your CEO is critical. This process incorporates both quantitative and qualitative feedback.

1. **Create a short survey online.** It should take less than 15 minutes to complete, asking those with direct knowledge of the executive to rate him/her in key areas and give examples or comment on their responses:
 - a. organizational goals
 - b. strategic leadership
 - c. general and financial management
 - d. governance
 - e. communications
2. **Describe the process and train respondents** to give useful, unbiased feedback.
3. **The chair-elect (or other elected leader) summarizes the feedback** in three written pages, offering an overall assessment on four key topics:
 - a. Strengths
 - b. Achievements (progress measured against strategy)
 - c. Gaps in accomplishments
 - d. Future professional development needs
4. **The CEO writes a three-page self-assessment** using the same format as #3 above.
5. **The chair, chair-elect, and CEO meet** to discuss the feedback and their points of agreement and difference.