

# The “Why” Behind “Our What”

by K. Fryday-Field, GOVERN, CEO

First off, this title begs the question: What is our ‘what’ at GOVERN for IMPACT?

What we are trying to achieve is “excellence in board governance”. This is what the people of GOVERN for IMPACT intend to achieve in the world and with the world. Our philosophy is grounded in a set of integrated principles that inform the practice of governing to foster greater results and stronger accountability. We are particularly inspired by the theoretical framework of Policy Governance® (PG), its insightful constructs, its systems nature, and the transformative experiences of those boards applying it.

We will engage in programs and activities that expand the capacity of boards of organizations of all types and empower them to govern with confidence, consistency, clarity, and integrity. Our work will contribute to, and emanate from, a growing community of advanced-governance thinkers, practitioners, and researchers. It will evolve in collaboration with an ever-growing network of partnering organizations that share our values and vision of a well-governed world.



The “why” behind our “what” is equally compelling. Governance in its many forms and levels around the world, when practiced well with integrity builds stronger businesses, more impactful organizations, and healthier communities and countries. When not practiced well, governance can lead to destruction, corruption, territorialism, and distrust. Inherent in governance is strong power which can be used to improve business, organizations, and communities..... or it can be used inappropriately or irresponsibly.

The “why” behind our “what” then is to build a better world using excellent governance systems, based on key principles. If governance has such potential for the power of positive change, then why are we not maximizing this critical resource in society? When we examine our world challenges and the big needs right in our own cities or neighbourhoods, around our corners are hunger, poverty, sickness, discrimination, unethical or unsuccessful business, lack of education and learning, unnecessary war, famine, homelessness, environmental pollution.... and so on. The people at GOVERN for IMPACT believe that these results are simply not good enough... and further governance practiced with excellence can significantly change the world for the better. This is the ‘why’ behind our ‘what’. Make no mistake this is not just do-gooder talk. This is about effective decision-making and accountability by board after board across our world and yes in your organization also.

If you would like to be on this learning journey with a group of dedicated professionals committed to governance excellence, please join us. There are so many ways you can get involved in learning, research, advocacy, and practice. Call me and I will be thrilled to facilitate connecting you into support and opportunities related to your interests (my cell 519-671-2510 Canada) or check out our website.

I look forward to connecting and also to your increasing involvement.



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### The United Nations Sustainable Development Goals and GOVERN for IMPACT

The United Nations has established Envision 2030: 17 goals to transform the world. These 17 Sustainable Development Goals (SDGs) build on the principle of “leaving no one behind”. The agenda emphasizes a holistic approach to achieving sustainable development for all.

Imagine a world where businesses, organizations, and communities working on these goals use a governance approach that truly achieves an impact. Governance done well can resolve poverty, achieve zero hunger, ensure affordable clean energy, provide quality education, build decent/meaningful work and economic growth, and more. These are some of the issues that GOVERN for IMPACT is encouraging boards around the world to tackle, using vision-focused, more accountable governance.

To read more about the United Nations SDGs:

<https://www.un.org/sustainabledevelopment/sustainable-development-goals/>



Lots more to come from GOVERN for IMPACT on interacting with this 2030 world vision.

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