

## Just Thinking...

*Just Thinking*, is an occasional offering filled with a variety of things I hope will make strategic thinking about your organization a bit more useful, exciting, and dare I say- fun.

So here goes...what is the driving force Peter F. Drucker says compels all nonprofit organizations? A hint: it is not fund raising, although its hard to do what he says without it... make that darn near impossible.

Well the answer is, drum roll please, **improving the human condition!** Think about it.

I offer an outcome imperative to that which is, how well do you do good? All nonprofit organizations must not only identify the human condition that drives what they do, they must also demonstrate how the good effort they make results in some demonstrative improvement- hence how well they have done good!

Organizations that I work with address this issues directly. This includes identifying outcomes for their mission, monitoring these outcomes, benchmarking against competition and/or their progress, setting targets, collecting and analyzing results and providing progress reports on overall mission effectiveness. All of which feeds back into budget and strategic planning.

Such a system allows any CEO or Board Chair to have very specific results that demonstrate how well his/her organization does the good implicit in their mission.

Under the thought that **a picture is worth a thousand lines on a spreadsheet**, checkout the following NASA website, <http://www.hq.nasa.gov/copernica/>.

It takes the issue of how to collect and organize data, a critical part in outcome assessment, and provides a beautiful way of demonstrating a whole lot of information.

**I welcome your thoughts and comments** about strategic planning, organizational development and program evaluation. Best practices, questions, issues and concerns all have a forum in *Just Thinking*...

Oh, feel free to pass this e-mail on to others and they in turn will pass it on and pretty soon after six or so iterations someone will pass it back to you!

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