

Table IV:6 – Common Presenting Priorities and Data to Collect

Board operations

Collect data about how Board members and leaders:

- Ensure members understand and can perform their roles as members of a governing Board.
 - Clarify the roles between the Board and CEO.
 - Decide what new expertise is needed on Board.
 - Ensure that members attend and participate fully in Board meetings.
 - Set direction, make decisions and solve problems among themselves.
 - Ensure that the organization has a clear purpose, vision and strategic priorities, and also how members ensure that those are being followed effectively and efficiently.
 - Ensure that the CEO is performing his or her role competently.
 - Ensure that they are conducting their operations in a high-quality manner each year.
 - Understand how the quality of Board operations affects the work of other positions and management functions in the organization.
 - Believe that issues exist? How do they affect the organization? What should be done?
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Strategic planning

Collect data about how Board members and leaders:

- Ensure that the planning process suits the nature and needs of the organization, and considers continuous feedback about the quality of all major systems in the organization.
 - Clarify the overall purpose, vision and values of the organization.
 - Ensure that strategic goals and objectives are established for the organization.
 - Ensure that all members of the organization and its external stakeholders are aware of the organization’s purpose, vision, values and goals.
 - Ensure that the organization’s resources are focused and aligned toward the purpose, vision and goals of the organization.
 - Ensure that each Board member, Board committee and employee position clearly knows how they contribute towards the purpose, vision and goals of the organization.
 - Ensure that progress is being made in an effective and efficient fashion toward the purpose, vision and goals of the organization.
 - Understand how strategic planning affects all other systems in the organization.
 - Believe that issues exist? How do they affect the organization? What should be done?
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Teamwork

Collect data about how leaders and supervisors:

- Identify what expertise is needed in the organization.
 - Specify roles and responsibilities for each position.
 - Set direction, make decisions and solve problems with employees.
 - Evaluate performance, or achievement of goals, in the workplace.
 - Organize positions in the organization, including into overall teams.
 - Organize teams, clarifying the purpose of team, results to be achieved by team, resources to the team, and how team members will communicate.
 - Ensure that key employees are aware of each others’ roles and value to the organization.
 - Understand how the quality of their work affects all other systems in the organization, especially the work of other positions and services to customers.
 - Believe that issues exist? How do they affect the organization? What should be done?
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Table IV:6 – Common Presenting Priorities and Data to Collect (Cont.)

Financial management

Collect data about how Board members and leaders:

- Know what the organization, including its central offices, products and services, costs to operate.
- Know how much money can be generated from the products and services.
- Know how much money is needed to be raised from investors or fees from services.
- Are sure of how, and where, all of its monies are being spent.
- Are sure that its monies are being spent wisely, ethically and legally.
- Are sure that money is available to pay current bills or any sudden expenses that arise.
- Are sure that financial management activities are being conducted in a highly efficient and cost-effective fashion.
- Understand how the quality of financial management affects all other systems in the organization, especially tracking and control of adequate resources for all activities.
- Believe that issues exist? How do they affect the organization? What should be done?

Business planning for each product or service

Collect data about how Board members and leaders:

- Are sure that there really is a need for that product or service in a particular target market.
- Have clearly identified the needs and wants of that target market.
- Are sure that the product or service will indeed benefiting its target market.
- Have made a clear description and specification of the product or service.
- Have identified how the product or service should be managed.
- Have identified the costs to develop and sell the product or service.
- Have identified the likely sales, or revenue, for the product or service.
- Have identified any deficits (expenses over revenues) and how they will be addressed.
- Have identified the financial break-even point for that product or service and when it will occur.
- Believe that issues exist? How do they affect the organization? What should be done?

Advertising and promotions for each product or service, and overall public relations

Collect data about how Board members and leaders:

- Know how to communicate with tools (flyers, radio, TV, etc.) that match the preferred communication styles of each target market.
 - Know that the unique features and benefits of each product or service are realized by its particular target market.
 - Will have identified likely sales leads and contacts for generating sales.
 - Will ensure that sales and customer service are of the highest quality.
 - Will ensure effective follow-up and continued sales from each lead.
 - Will evaluate the results of advertising and promotions for each product or service.
 - Know that the overall public image is effectively conveyed (this data is in regard to effective public relations for the entire organization, including all products and services).
 - Believe that issues exist? How do they affect the organization? What should be done?
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