Christiansen Consulting Good, Better, Best Practices for Non-Profit Organizations

Toolbox Executive Summary: What It Takes to Move from Surviving to Thriving

Summing Up GOOD Organizations *those that survive & maintain*	Summing Up BETTER Organizations	Summing Up the BEST Organizations *those that sustain & reach a new level*	
☐ **Data:** Collects/tracks ◆ Considers in decisions	**There's no in between…** **if you want to move from** **surviving and maintaining** **to long-term** **thriving and sustaining**	☐ **Data:** Collects/evaluates/trends ◆ Uses in all decisions	Sustainability
☐ **Mission:** Has differentiating mission ◆ Case for support ◆ Value proposition		☐ **Mission:** Differentiates org. from others ◆ Guides all decision making ◆ has impact focused change theory/VP	
☐ **Case for Support:** Has a case for support		☐ **Case for Support:** Has impact- and customer-focused case for support	
☐ **Planning:** Has an annual plan		☐ **Planning:** Has strategic plan with priorities ◆ Strategies tied to budget ◆ Benchmarks ◆ Competitor info ◆ Data	
☐ **Governance:** Has clear Board roles/responsibilities ◆ Defined, well-run committees ◆ 100% Board giving		☐ **Governance:** Has a Board/staff partnership ◆ Is nimble, disciplined, evaluative ◆ Convenes ad hoc task forces	
☐ **Management:** Director/staff have clear goals		☐ **Management:** Is nimble, disciplined, proactive, trained ◆ explores hard solutions	
☐ **Finance/Facility/Risk Management:** Has balanced budget, plans & policies ◆ Considers risk areas ◆ Tracks performance		☐ **Finance/Facility/Risk Management:** Has up/downside budget projections ◆ Understands trends, real costs, ROI and risk areas ◆ Trends performance	
☐ **Fund Development:** Has defined donor base ◆ Has the ability to track and plan		☐ **Fund Development:** Uses trend data to develop multi-year pl-1 relationship/cultivation focus	
☐ **Comm./Brand/Promote/Position:** Has consistent materials and a plan ◆ Tracks media placements		☐ **Communications: Brand/Promote/ Position:** Has plan ◆ clear positioning ◆ brand ◆ 1-1 relations ◆ trends placements	
☐ **Program/Customer Responsive:** Tracks customer trend data and outcomes ◆ Considers customer needs		☐ **Program/Customer Responsive:** Is customer/data focused ◆ Responds to trend data, outcomes & customer needs	