

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?
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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?
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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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