

To grow and prosper, an organization must rely on board members to constantly reason, challenge and express ideas from a strategic perspective. It is critical to the mission and survival of an organization that the board do more than listen to reports. Questions should be encouraged. If you don't ask "Why this?" somebody will ask "Why you (this organization)?" Questions are often more valuable than the answers.

Board members bring different perspectives to the table. As a result, they may be aware of different trends with the potential to impact the organization, or they may approach problem-solving differently. The best results come from communication among diverse individuals. There are 12 key factors to effective movement toward the organization's vision and mission.

Potential Will this option help us meet our goals? Help deal with the unpredictable?

Philosophy Is this option consistent with our values and policies?

Image What does this say about our organization?

Stakeholders Will this option be acceptable to our clients and the community?

Worldview Is this organization more traditional or entrepreneurial in its approach?

Sophistication Does the organization have experience necessary to take on this option?

Life Cycle Is this option appropriate to the organization's life stage?

Staffing Do we have the people that can carry out this option?

Risk Are we exposing the organization to excessive risk or liability?

Cost Do the benefits outweigh the costs?

Competition Is everybody/anybody else already doing this?

So What? Will implementing this option really make a difference?