

Missing piece #2 Operating without a clearly and specifically articulated mission and purpose. MISSION-BASED IMPACT^M © 2020 Bats Morson Wales & Lee, P.A. All rights reserved.



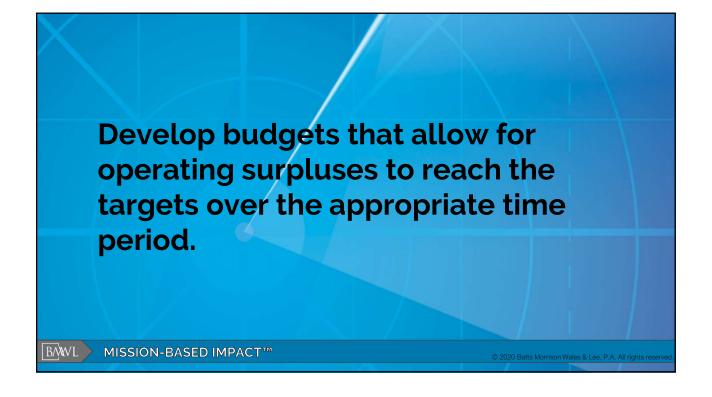
Missing piece #3 Developing an annual budget spending plan without evaluating whether every single one of its programs, activities, and initiatives is significantly and directly contributing to accomplishing its mission and purpose.











Critically evaluate every single program, activity, and initiative and eliminate those that are not highly effective in directly accomplishing the specific elements of mission and purpose - this step can provide the opportunity to build a budget to get from where you are to the targeted position over an appropriate period of time.

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The "No Noticeable Difference Syndrome" MISSION-BASED IMPACT™

Ensuring that all of your organization's programs, activities, and initiatives are highly effective in accomplishing your mission leads to strong impact.

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From a leadership perspective, here is a suggestion for how to model and document mission and purpose, as well as the programs, activities, and initiatives that carry out each element of mission and purpose. You can then build a plan for evaluating the impact of those programs, activities, and initiatives on an ongoing basis.

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Mission-Based Impact™ Outline

- 1. Specific element of mission and purpose
 - a. Program, activity, or initiative to accomplish this element of mission and purpose

b.

C.

"Marker of excellence" with respect to this program, activity, or initiative (in other words, what would be attributes of excellence for this program, activity, or initiative?)

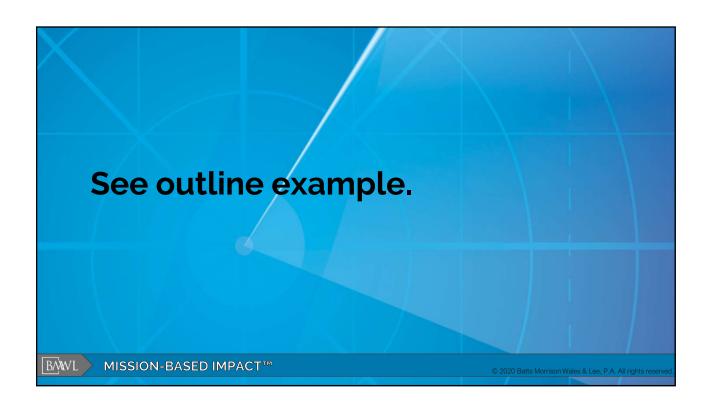
ii.

iii.

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Then, develop an assessment and reporting process that monitors how you are doing with respect to each marker of excellence for each program, activity, or initiative. And make sure the reporting process addresses the question "How do we know this?"

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Mission-Based Impact™ Recap

- 1. Mission and purpose
- 2. Financial health targets
- 3. Programs, activities, and initiatives
- 4. Markers of excellence for each program, activity, or initiative
- 5. Assessment and reporting on markers of excellence

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