NSYNC – More than a Pop Band
By Bob Harris, CAE

A new director on the board confronts a process with several elements already in motion.

The interaction of the elements requires synchronization. Synchronization is described as the relation that exists when things occur at the same time.

Nonprofit organizations have common elements. For example, the needs of members and stakeholders must interface with the mission, which should align with committees. Other elements include goals, strategies and performance measures, for instance.

In this graphic, the community of members and stakeholders drives the organization. The combination of the mission, vision and values is both the leadership-staff promise and the marketing platform.

Through strategic planning, goals are set. Resources and budget are influenced by the goals. All goals must fit within and support the mission, vision and values.

Strategies are created to carry out the goals. Strategies should include performance measures and accountability.

Committees and staff advance the strategic goals by carrying out projects and activities. To avoid board management of committees, recall the adage: committees recommend, board approves and volunteers-staff fulfill.

Finally, ongoing evaluation ensures that the community of members and stakeholders are being served and the elements are in sync.

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Note: Bob Harris offers tools and templates at www.nonprofitcenter.com