

ORGANIZATION ANALYSIS

Who is your ideal 'customer'? *Note: Your 'perfect customer' understands YOUR value proposition – what it is YOUR ORGANIZATION does, and does better than others. Your ideal customer is willing to pay for your services/product.*

Who is/are your biggest competitor(s)? *Note: Who is in the group of competitors that your ideal customer is using as a comparison group when considering options? Your competitors are those that the customer selects over you.*

What is YOUR ORGANIZATION'S purpose? *Note: Purpose includes considerations around - Why it exists, the unique value it brings to the world, what sets it apart, and why and to whom it matters.*

MISSION ASSESSMENT

Demand ID. The need we fill.

Customer ID. Our ideal customer.

Core Competence ID. What we do better than anyone else.

<p>Vision What is the purpose of your organization, what needed change should it bring about?</p>												
<p>Key Activities What are the most important activities our organization carries out?</p>	<p>Key Differentiators What makes our organization unique?</p>	<p>Audiences Who are our most important audiences, what do they need from our organization, and how do we reach them? (May include supporters, beneficiaries, researchers, etc.)</p>			<p>Key Challenges What are the biggest challenges we face to carrying out or key activities?</p>	<p>Key Competitors Who are our most important competitors, both not-for-profit and commercial?</p>						
<p>Measures What are the key measures of our success? (Include only strategically important measures, both financial and non-financial)</p>	<p>Existing Partnerships Who do we currently partner with to help carry out our key activities?</p>	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr style="background-color: #e0e0e0;"> <th style="width: 33%;">Audience</th> <th style="width: 33%;">Needs</th> <th style="width: 33%;">Channels</th> </tr> </thead> <tbody> <tr> <td style="height: 100px;"></td> <td></td> <td></td> </tr> </tbody> </table>			Audience	Needs	Channels				<p>Desired Partnerships Who could help us carry out our key activities but aren't currently partners?</p>	<p>Potential Mergers Who could we merge with to help carry out our key activities more efficiently or effectively?</p>
Audience	Needs	Channels										
<p>Cost Structure What are the most important costs associated with our model?</p>				<p>Top Income Streams What are our most important sources of revenue? and how have they performed over the last 3 years?</p>								

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