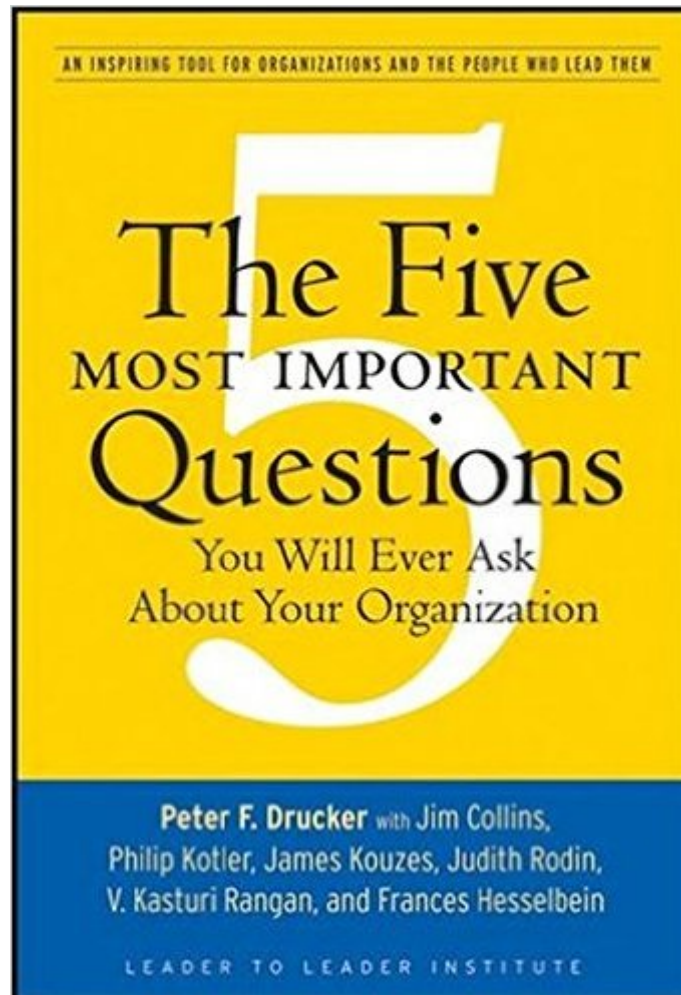


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# The Five Most Important Questions You Will Ever Ask About Your Organization



## Synopsis

With Peter Drucker's five essential questions and the help of five of today's thought leaders, this little book will challenge readers to take a close look at the very heart of their organizations and what drives them. A tool for self-assessment and transformation, answering these five questions will fundamentally change the way you work, helping you lead your organization to an exceptional level of performance. Peter Drucker's five questions are: What is our Mission? with Jim Collins Who is our Customer? with Phil Kotler What does the Customer Value? with Jim Kouzes What are our Results? with Judith Rodin What is our Plan? with V. Kasturi Rangan These essential questions, grounded in Peter Drucker's theories of management, will take readers on a exploration of organizational and personal self-discovery, giving them a means to assess how to be--how to develop quality, character, mind-set, values and courage. The questions lead to action. By asking these questions, readers can focus on why they are doing what they are doing in their work, and how to do it better. Designed for today's busy professionals, this brief, clear and accessible book will challenge readers to ask these provocative questions and it will stimulate spirited discussions and action within any organization, inspiring positive change and new levels of excellence, helping all to envision the future of theirs' or any organization.

## Book Information

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## Customer Reviews

This book offers a strategic planning framework for nonprofit organizations. It can help board members set the direction by asking five questions:What is our mission? The mission must reflect

opportunities, competence, and commitment. Drucker cautions: "Never subordinate the mission in order to get money. If there are opportunities that threaten the integrity of the organization, you must say no."

- Who is our customer? "The primary customer is the person whose life is changed through your work... Primary customers may be infants, or endangered species, or members of a future generation."
- Drucker notes that customer needs evolve. "And there are customers you should stop serving because the organization has filled a need, because people can be better served elsewhere, or because you are not producing results."
- Philip Kotler adds, "Our business is not to casually please everyone, but to deeply please our target customers."
- What does the customer value? "Leadership should not even try to guess the answers but should always go to the customers in a systematic quest for those answers" | People are so convinced they are doing the right things and so committed to their cause that they come to see the institution as an end in itself. But that's a bureaucracy.
- What are our results? "Look at short-term accomplishments and long-term change" | One of the most important questions for leadership is, Do we produce results that are sufficiently outstanding for us to justify putting our resources in this area?
- What is our plan? "The plan begins with a mission."

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