

Social Entrepreneurship Assessment Tool

Is your organization ready for growth? Use the checklist to initiate discussion and direction.

Indicator	Needs Improvement			
	N/A	None	Some	Much
1. We have a formal process to identify and expand our most effective and needed programs.				
2. We are committed to be the market leader or number two in all of our program areas.				
3. We are willing to dispose of programs that don't work for our clients				
4. All our programs respond to the needs of our customers and clients.				
5. Our organization is guided by sound business principles.				
6. Our organization proceeds conservatively but doesn't fear making changes.				
7. Our organization has a process for making tough decisions about reducing or terminating programs that no longer work – or are no longer needed.				
8. Our organization regularly listens to the needs of our clients and customers to selectively add new programs and to develop positioning strategies and marketing plans for all of our programs.				
9. Our leadership can make tough staff choices.				
10. Our leadership is willing to share power and control with staff.				
11. Our organization has accepted the importance of earning money.				
12. Our organization is willing to take risks.				
13. Our organization routinely works to increase the percentage of its operating budget that comes from earned income.				
14. Our leadership within the organization pays increasing attention to market forces, without losing sight of the underlying mission of the organization.				
15. Our organization attempts to match skills and assets with marketplace opportunities to generate revenues for mission-related activities.				

Indicator	Needs Improvement			
	N/A	None	Some	Much
	16. Our organization values the collective wisdom and experience of its key stakeholders.			
17. Our leadership focuses on building the long-term capacity of the organization.				
18. New Ideas for products and services support our agency mission and are based on organizational core-competencies.				
19. We view profit as a means of fulfilling our mission.				
20. We are increasingly in charge of our own destiny as an organization, as opposed to being dependent on the priorities of our funders.				
21. Our organization values candor and is honest about its products, services, market competition, and resources.				
22. Our organization is interested in being entrepreneurial, because its board, staff, and volunteers are passionate about the results it will generate.				
23. Our leadership is committed to adopting entrepreneurial strategies.				
24. Our leadership has the courage to embrace change.				
25. Our organization operates from a set of 3-5 core values that are clearly articulated, institutionalized, and constantly reinforced.				
26. Our organization focuses on the needs of customers rather than on the organization itself.				
27. There's a willingness to engage in entrepreneurial planning and the determination not to take short cuts.				
28. Our organization always thinks like a business.				
29. Our organization is not afraid to act prior to the development of the "perfect plan."				
30. Our organization uses technology to the fullest extent possible.				
31. Our organization is flexible enough to adapt quickly to market forces.				