

>> **Five Questions** **The Five Most Important Questions You Will Ask About Your Organization** **Peter F. Drucker**

Question 1: What Is Our Mission?

- > *What is the current mission?*
- > *What are our challenges?*
- > *What are our opportunities?*
- > *Does the mission need to be revisited?*

Question 2: Who Is Our Customer?

- > *Who is our primary customer?*
- > *Who are our supporting customers?*
- > *How will our customers change?*

Question 3: What Does the Customer Value?

- > *What do we believe our primary and secondary customers value?*
- > *What knowledge do we need to gain from our customers?*
- > *How will I participate in gaining this knowledge?*

Question 4: What Are Our Results?

- > *How do we define results?*
- > *Are we successful?*
- > *How should we define results?*
- > *What must we strengthen or abandon?*

Question 5: What Is Our Plan?

Five Components of Strategic/Business Plans

[1] Mission/Purpose; [2] Vision; [3] Goals; [4] Plans; [5] Measurement

Five Elements of Effective Plans

[1] Abandonment; [2] Concentration; [3] Innovation; [4] Risk Taking; [5] Analysis