



NPOQ



Luminare
GROUP



Claiming Your Results

Making Evaluation a Core Organizational Practice

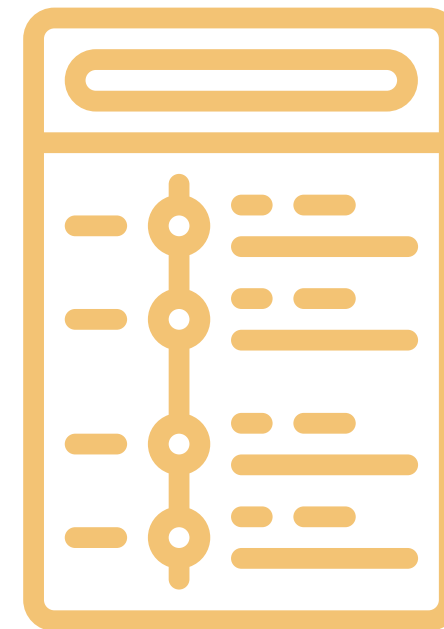
Session Two: Organizational Identity and Strategy

Advancing Practice Series

from the Nonprofit Quarterly and Luminare Group

Organizational Identity and Strategy

- What is strategy formation?
- What makes up an organizational identity and strategic framework?
- Critical questions to define or refine organizational strategy.



Strategy Formation

- Be clear about your goals and your purpose.
- Identify the endeavors that will get you there.
- Articulate intention: what you aspire to be.
- Assure your values are embedded.



We are not talking about planning, but BEING.





Critical Questions to Define or Refine Strategy

What difference does your organization seek to make?



Critical Questions to Define or Refine Strategy

What difference does your organization seek to make?

Example: No policy, investment, or practice about young people of color without young people of color.



Critical Questions to Define or Refine Strategy

Where or with whom does your organization seek to make a difference?



What is the boundary of the work?



Critical Questions to Define or Refine Strategy

Where or with whom does your organization seek to make a difference?



What is the boundary of the work?

Example: West Contra Costa youth, community, and the systems with which they interact.



Critical Questions to Define or Refine Strategy

What is your organization's distinct contribution to making a difference in that context?



Critical Questions to Define or Refine Strategy

What is your organization's distinct contribution to making a difference in that context?

Example: We are of youth, for youth and bring an intersectional and interdisciplinary lens to our work (direct service to advocacy and public policy).



Critical Questions to Define or Refine Strategy

What values underpin your organization's purpose and work?



Critical Questions to Define or Refine Strategy

What values underpin your organization's purpose and work?

Example: Justice and Equity: We promote justice and disrupt injustice in our communities.



Critical Questions to Define or Refine Strategy

What does your organization do in order to make a difference?



Critical Questions to Define or Refine Strategy

What does your organization do in order to make a difference?

Example: An integrated set of efforts including: base-and-power building, centering creativity, being healing-centered, conducting radical inquiry, and a continuum of direct services to systems change.



Critical Questions to Define or Refine Strategy

What does the organization need to know
(or pay attention to) in order to be successful?



Critical Questions to Define or Refine Strategy

What does the organization need to know (or pay attention to) in order to be successful?

Example: Political environment (local, regional and national), social context for young people and the systems with which they interact, and our own health, well-being and healing.



Critical Questions to Define or Refine Strategy

What information is used to determine organizational success?



Critical Questions to Define or Refine Strategy

What information is used to determine organizational success?

Example: A range of different types of inquiry including the "how" of our work, from how our values are showing up to the progress we are making towards the difference we seek to make (and for which groups).



Critical Questions to Define or Refine Strategy

Whose support, what resources, and what actions are essential in order to be successful?



Critical Questions to Define or Refine Strategy

Whose support, what resources, and what actions are essential in order to be successful?

Example: This is where planning and priority setting happens.

Next Steps



**Complete
Evaluation**



**Join the
Live Q&A**



**Complete the
Homework Assignment**



Thank you!

*We'll see you soon for Session #3.
Don't forget to complete your brief evaluation.*

This document and webinar series was created in partnership with Luminare Group.

Design: Benzamin Yi (benzaminyi.com)

Art: Stream Running Through Barrens by Ruslan Khais (saatchiart.com/ruslan_khais)