

Alison*s Art, Inc.

MARKETING BYTES

BUSINESS ISSUES . . . EVERY BYTE COUNTS!

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eNEWSLETTER

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BUSINESS ISSUE #33

L.E.A.D. Part 6: The Organizational Fitness Examination

Just as we are required to have a car inspected periodically to make sure it is in fit running condition and to flag any existing or potential problems, it is also essential to do a similar, timely process for your business or organization by a qualified professional. This procedure involves:

- **Examination** or analysis
- **Diagnosis** of problem areas
- **Treatment** options

This will explore the effectiveness of your structural components:

- **The Mission Statement:** How well it expresses the spirit of a venture; its purpose and its reason for being
- **The Organizational System:** how well it embodies the mission and allows for the manifestation of the activities and goals
- **The Rules and/or Bylaws:** how they guide the actions of the organization

The following diagnostic questions will be asked as part of this check up:

1. Does your **name** embrace and reflect what you are doing?
2. Have you taken the appropriate **financial/legal steps** to establish yourself?
3. Does your **mission statement** clearly reflect your purpose?
4. Is there a natural flow of activity through your **organizational structure**?
5. Are your **rules and bylaws** consistent and effective?
6. Do you have **F.O.C.U.S.**?
7. Do you have **structural integrity** and **good fiscal hygiene**?
8. Do your staff, member and volunteers exhibit **personal excellence**?
9. Is your **brand** consistent in all your identity materials and promotions?
10. How do you **solicit** clients; motivate members and volunteers; **sell** product?

Give Alison*s Art, Inc. a call to schedule your organizational fitness exam, to diagnose problems and provide strategic treatment options. We support the health of your endeavor with our **BUSINESS CONSULTING SERVICES & MARKETING TOOLS, For the Success of Your Business, Organization, Events, Projects and Ideas.** Visit www.AlisonsArt.com.

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