

THE FIVE MOST IMPORTANT QUESTIONS YOU WILL EVER ASK



The FIVE Most Important QUESTIONS You Will Ever Ask About Your Organization

- 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?

- 2. WHO IS OUR CUSTOMER?**
 - Who is our primary customer?
 - Who are our supporting customers?
 - How will our customers change?

- 3. WHAT DOES OUR CUSTOMER VALUE?**
 - What do we believe our primary and supporting customers value?
 - What knowledge do we need to gain from our customers?
 - How will I participate in gaining this knowledge?

- 4. WHAT ARE OUR RESULTS?**
 - How do we define results?
 - Are we successful?
 - How should we define results?
 - What must we strengthen or abandon?

- 5. WHAT IS OUR PLAN?**
 - Should the mission be changed?
 - What are our goals?

From *The Five Most Important Questions You Will Ever Ask About Your Organization* by Peter Drucker with Jim Collins and others; Leader to Leader Institute; published 2008 by Jossey-Bass.