**Purpose:**

To provide focus and clues about client needs and the development actions required to drive and direct growth

**Directions:**

Here are five very important questions that a Board of Directors must be able to answer comprehensively and with confidence:

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| Key Question | Supplementary Questions |
| Question 1: What is your mission? | * What are you trying to achieve?
* What key external and internal challenges, opportunities and issues do you face?
* Does your mission need to be reviewed?
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| Question 2: Who are your customers? | * Who is on your customer list?
* How do you know that your customers rate your products and services?
* Are you targeting the right customer groups?
* Have your customers changed or are they about to change and if so, how?
* Should you add or delete some customers?
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| Question 3: What do your customers value? | * What do you really know about your customers?
* What are your customers’ plans and aspirations over the long-term?
* How well does your organisation provide what each customer considers value?
* How do you use what you know about customers to inform your decisions about planning, marketing, new product development and finance?
* Why do your customers choose to buy from you?
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| Key Question | Supplementary Questions |
| Question 4: What are your results? | * How do you define results in your organisation now and in the future?
* To what extent do you consistently achieve and exceed these results?
* How well do you utilise your resources?
* How well are you doing compared to other organisations (both within and outside of your market)?
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| Question 5: What is your plan? | * Where do you believe that you need to focus your efforts and resources?
* What plans do you have to achieve the results you want?
* What, if anything, do you need to change or do differently in the future?
* What are the detailed plans for different parts of your organisation to ensure that you get the results you want?
* What people issues need to be planned for and addressed so that your organisation has the ‘know-how’ and competences to implement your plans?
* How do you monitor and review your plans?
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This tool can be used to diagnose development needs, understand customers and as a development framework when helping a client to move forward. If sufficient rapport has been developed during the initial client meeting, the tool can be a good framework for understanding the potential challenges facing the client and the coach going forward.