**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? |
| 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? |
| 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)? |
| 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? |

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.