

## The Backbone of Strategy: Five Basic Questions to Evaluate Your Organization's Mission and Strategy

### What are the **causes of the problem** you are trying to overcome?

Answering this question requires getting to the root causes of the problems, trying to understand the human behavioral, economic, and institutional forces that create them.

### What do you want to **achieve**?

This question is about setting the goals that will determine an organization's direction, and thus dictate how it invests its resources, builds partnerships with others, builds its own team, and measures success.



### Why does your organization exist?

This is the 'mission' question, and is about an organization's basic identity and purpose. Another useful way of considering this question is: what problem are you trying to solve?

### What does your organization do?

What's critical is to articulate how you achieve results and impact in delivering on your mission, and to unpack your work. It is useful to think of your work as a recipe or a methodology, comprised of different key steps or ingredients.

### What should your organization look like to achieve impact?

Achieving change in the world inevitably requires building a high-performing organization that can drive towards results – so put this at the center of your strategy.