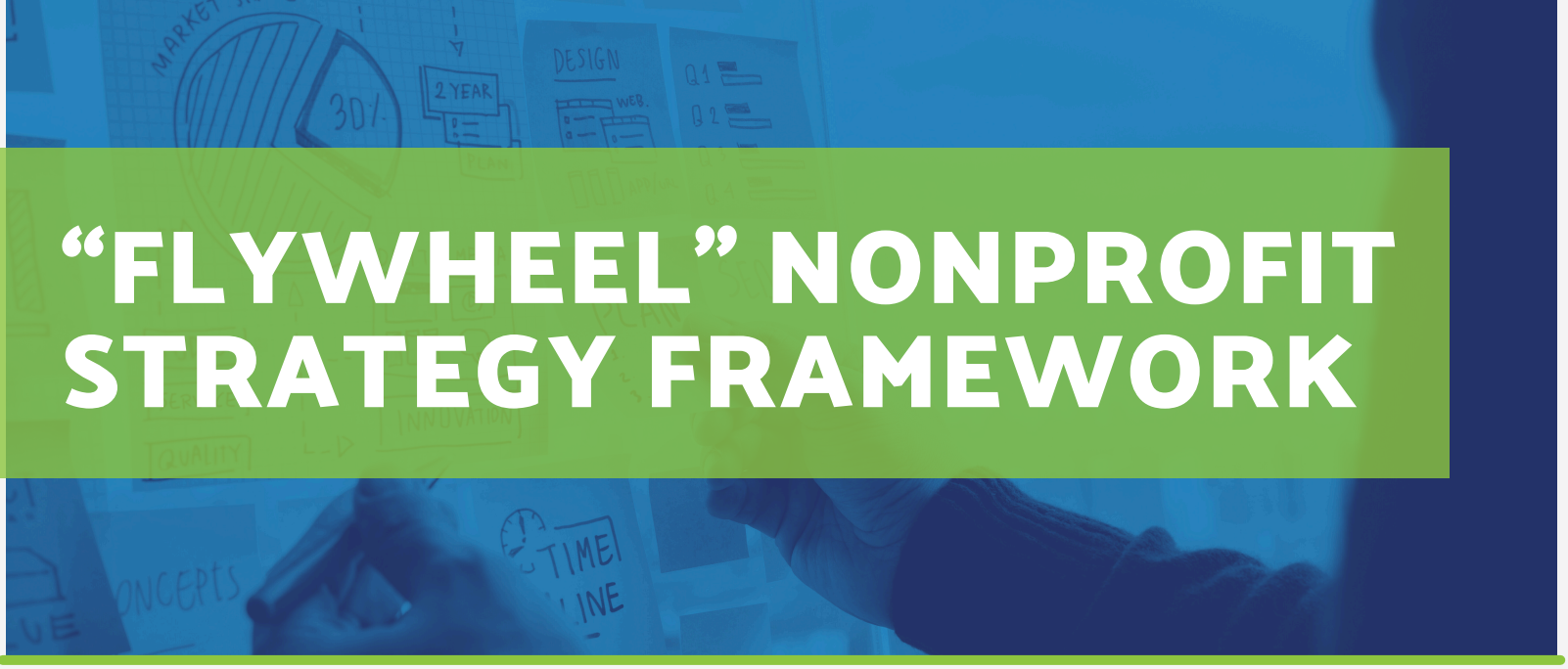

"FLYWHEEL" NONPROFIT STRATEGY FRAMEWORK

1 IMPACT

1. The programmes, services and interventions that will create positive social outcomes, and how they are evaluated and improved over time.
2. Directly related to programmatic Theory of Change or logic model
3. Strategic considerations could include
   a. How to grow or evolve the programmes and services provided to better deliver on the mission (deeper or wider services)
   b. Other shifts needed to create systemic impact
   c. What role will collaboration play in achieving long term impact

2 BRAND

1. The value proposition of the organisation, including clarity of mission, vision, and values
2. How effectively this is being communicated to stakeholders
3. Strategic considerations could include
   a. How to develop the organisation's brand and reputation
   b. How to increase promotion of the value proposition
   c. How to better tell the story of impact

3 REVENUE

1. The financial management of the organisation
2. The fund development and alternative revenue generation functions
3. Strategic considerations could include
   a. How the organisation will ensure sustainability and financial viability

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4 PEOPLE

1. The people that do the work, including staff and volunteers, how they are recruited, managed, developed, recognized and compensated
2. The leadership and culture of the workplace
3. Strategic considerations could include
   a. What type of workforce and culture is desired
   b. Plans for how to grow and develop the organisation's human capital, including trained needed to develop future capabilities
   c. What capabilities will be needed in the future that do nor currently exist

5 GOVERNANCE

1. The role of the Board of Directors
2. The resources the organisation devotes to accountability, oversight, and risk management
3. Strategic considerations could include
   a. How to develop the Board of Directors
   b. How to improve the board's composition and functioning
   c. How to enhance the governance function

6 OPERATIONS

1. The quality and efficiency of internal support functions
2. The internal processes and efficiencies
3. The necessary IT systems or software
4. Facilities management
5. Strategic considerations could include
   a. How to develop internal processes and efficiencies
   b. How to maintain facilities
   c. How to leverage technology and how AI could create efficiencies
   d. Should we consider certification/ accreditation

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