



Organizational Characteristics & Readiness

The following are statements that address key characteristics identified by nonprofits managing successful social enterprises. As part of your nonprofit’s readiness process, it’s helpful to identify which characteristics are strong for your organization and the areas in which you may need some additional support.

Please rate your organization on the following characteristics from 1 = “No, we’re not at all like that,” to 5 = “Yes, my organization is very much like that.”

I would describe my organization as innovative or creative—even entrepreneurial; we regularly try new things and seek out interesting, promising ideas.	1	2	3	4	5
I’m not alone in my energy or enthusiasm about new things, innovation and creativity. I can name at least two other people who are like me.	1	2	3	4	5
There is at least one person in my organization that has the time or can make the time to champion our social enterprise exploration and development effort(s).	1	2	3	4	5
My organizational culture is based in quick decision-making and action.	1	2	3	4	5
Others describe my organization as a “fun” place to work (or be a board member or visit or donate money).	1	2	3	4	5
My organization understands the importance of policies and procedures to guide our work.	1	2	3	4	5
We have a loyal donor and/or customer base for our existing programs; there are people who will try almost anything we offer.	1	2	3	4	5
There is never a shortage of ideas at my organization about how we might start a business to generate revenue.	1	2	3	4	5
My board is willing to take risks and try new things.	1	2	3	4	5
My board is comfortable with words and concepts like profit, competition, demand for services, marketing, and “being more business-like.”	1	2	3	4	5
My board has at least two members with solid business experience who don’t check their business hat at the door when they walk into board meetings; they keep us on our toes and accountable for budgets and program outcomes.	1	2	3	4	5
We regularly collaborate or partner with other area nonprofits.	1	2	3	4	5
We regularly collaborate or partner with businesses or our local government.	1	2	3	4	5
My organization can take a calculated risk and withstand the hit if we fail.	1	2	3	4	5

Total Score: _____ / 70

Readiness characteristics that require the most work:

1. _____
2. _____
3. _____

Ideas for how to address readiness in these areas:
