

## NEQ Scorecard - *What's your 'Nonprofit Entrepreneurial Quotient'?*

How ready is your organization to be successful with entrepreneurial strategies? What is your organization's "NEQ" -- "Nonprofit Entrepreneurial Quotient"? Answer each of the following questions as candidly as possible, based on what you believe to be true for your entire organization.

1. CANDOR – Can we be brutally honest about our services, our capabilities, our resources, the market, the competition, etc.?  
Yes \_\_\_\_ No \_\_\_\_ Not Sure \_\_\_\_
2. PASSION -- Are we ignited by the prospect of becoming more entrepreneurial? Is this something that almost the whole organization can believe in?  
Yes \_\_\_\_ No \_\_\_\_ Not Sure \_\_\_\_
3. TIMING -- Are we convinced this is the right time for our organization to pursue entrepreneurial activities, or are there other over-riding priorities?  
Yes \_\_\_\_ No \_\_\_\_ Not Sure \_\_\_\_
4. CLARITY -- Can we list the reasons why we want to pursue entrepreneurial strategies? Can we articulate what our organization wants to accomplish?  
Yes \_\_\_\_ No \_\_\_\_ Not Sure \_\_\_\_
5. RISK -- Are we willing to take (reasonable) risks?  
Yes \_\_\_\_ No \_\_\_\_ Not Sure \_\_\_\_
6. COMMITMENT -- Are we willing to stick with it for the next several years?  
Yes \_\_\_\_ No \_\_\_\_ Not Sure \_\_\_\_
7. COURAGE -- Are we ready to make the tough decisions? Are we ready to face the doubters and the critics?  
Yes \_\_\_\_ No \_\_\_\_ Not Sure \_\_\_\_
8. BOARD INVOLVEMENT – Will the Board get involved from the start?  
Yes \_\_\_\_ No \_\_\_\_ Not Sure \_\_\_\_
9. STAFF RESOURCES -- Are we willing/able to allocate adequate staff time?  
Yes \_\_\_\_ No \_\_\_\_ Not Sure \_\_\_\_
10. ACTION ORIENTATION – Do we believe that a 'pretty good' plan today is better than a 'perfect' plan tomorrow?  
Yes \_\_\_\_ No \_\_\_\_ Not Sure \_\_\_\_
11. CORE VALUES -- Do we have a written set of core values?  
Yes \_\_\_\_ No \_\_\_\_ Not Sure \_\_\_\_
12. CUSTOMER FOCUS -- Is our organization willing to 'always start with them'?  
Yes \_\_\_\_ No \_\_\_\_ Not Sure \_\_\_\_
13. CORE COMPETENCIES -- Have we defined our core competencies?  
Yes \_\_\_\_ No \_\_\_\_ Not Sure \_\_\_\_

14. PROGRAM ATTACHMENT -- Are we willing to kill programs that are no longer working or truly needed?  
 Yes \_\_\_\_ No \_\_\_\_ Not Sure \_\_\_\_
15. WILLINGNESS TO PLAN -- Do we have effective strategic and tactical planning processes in place?  
 Yes \_\_\_\_ No \_\_\_\_ Not Sure \_\_\_\_
16. MARKET MATTERS -- Do we understand market forces and how they affect our organization?  
 Yes \_\_\_\_ No \_\_\_\_ Not Sure \_\_\_\_
17. BUSINESS ORIENTATION – Can we think and act like a business?  
 Yes \_\_\_\_ No \_\_\_\_ Not Sure \_\_\_\_
18. FINANCIAL FACTORS -- Is our organization fiscally well-managed?  
 Yes \_\_\_\_ No \_\_\_\_ Not Sure \_\_\_\_
19. DOUBLE VISION -- Can we keep ourselves focused on a double bottom line?  
 Yes \_\_\_\_ No \_\_\_\_ Not Sure \_\_\_\_
20. PROFIT ATTITUDE -- Are we willing to make money?  
 Yes \_\_\_\_ No \_\_\_\_ Not Sure \_\_\_\_
21. MISSION FOCUS – Are we clearly focused on/driven by our mission?  
 Yes \_\_\_\_ No \_\_\_\_ Not Sure \_\_\_\_
22. FLEXIBILITY – Are we willing and able to improvise?  
 Yes \_\_\_\_ No \_\_\_\_ Not Sure \_\_\_\_

**SCORECARD INSTRUCTIONS – Assign 3 pts for every ‘Yes’ answer and 1 pt for every “Not Sure”.**

- [ 60 - 66 ]      Very high likelihood of success  
*(Get going! What are you waiting for? You should be leading the pack!)*
- [ 51 - 59 ]      Above average likelihood of success  
*(You have a few problems to solve, but nothing that should hold you back)*
- [ 39 - 50 ]      Average likelihood of success  
*(You have some real issues to address; resolve them before going ahead)*
- [ 27 - 38 ]      Below average likelihood of success  
*(Weaknesses far outweigh strengths; don't proceed without fundamental change)*
- [ 0 – 27 ]      Well below average likelihood of success  
*(Don't even think about it right now; do something else to generate revenues)*