

ENTREPRENEURSHIP FOR NON-  
PROFITS

# Understanding and Improving Your Business

**access** >>> and **CSR-in-Action**

Speaker  
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One powerful factor in the organization is the prevailing mindset

- ▶ Mindset is foundational
- ▶ Even if an organization has everything it needs to succeed, the *wrong* mindset will make it fail!

## The Right Mindset (contd.)

What are some of the prevailing mindsets about CIVIL SOCIETY ORGANIZATIONS?

- ▶ Since it cannot afford to pay them, there is no need to seek out and employ quality personnel
- ▶ It does not need to have a clear and professional working structure
- ▶ Its non-profit status means no need for budgeting, financial reporting and related fiscal checks...
- ▶ There is no need to market or correctly position the organization
- ▶ Only CSOs are working towards a better society

## Similarities and Differences

What are the similarities and differences between civil society organizations and other organizations

### *Similarities;*

- ▶ Both need funding to survive
- ▶ Both need quality, sustained manpower to survive
- ▶ Both try to give value their chosen target audience
- ▶ Both try to make a better society

### *Difference;*

One is profiting-making and other is not

## The Civil Society Organization as an Enterprise

A civil society organization is an enterprise because:

- ▶ It shares all the features of an enterprise and should be treated as one
- ▶ Its members and workers operating on this understanding will enable it deliver on its promised value

When last did you ask yourself;

- ▶ What is the value proposition of my CSO?
- ▶ Who do we serve and who are our core target audience?
- ▶ Do we *always* give value to our core target audience?

ps:

identify your core target, two categories of people your CSO primarily serve

## Understanding Value

- ▶ *Everyone* wants to get value
- ▶ Value attracts
- ▶ When you give value you get access to resources such as money, more influence, manpower, amongst others
- ▶ Know and understand who you bring value to as an organization and always deliver, **ALWAYS!**

## What Structure Brings...

Having a clear working structure for the non-profit enterprise will;

- ▶ Enable the organization offer and deliver direct value
- ▶ Produce the organization's ability to effectively serve your core target
- ▶ Give the organization greater capacity to be more, do more and achieve more
- ▶ Place your csos in more advantageous positioning
- ▶ Make working within the organization less stressful or confusing and turn work generation into results

### EXERCISE

- ▶ Take a few minutes to write your present working structure.
- ▶ If you do not have a clearly defined one, just write down how you get things done within your organization

We will exchange among ourselves and read out what we have written

## Setting up structure

- ▶ Have a clear vision and mission – well articulated and written out

Vision is the mental picture of where you expect your organization to be in a few years

Mission speaks of the why of your organization

- ▶ Have clear core values e.g. integrity, professionalism, honesty. These will help to create the right culture within your organization
- ▶ Have a simple but effective organogram, what an organogram does for the organization
- ▶ Draw clear guidelines and policies to aid seamless operations
- ▶ Create channels

Communication channels (communication is the blood of any organization),  
Cash flow channels, Reporting channels

- ▶ Draw up clear goals and target - SMART goals
- ▶ Train and equip your manpower

## The Right Mindset (contd.)

Having and maintaining the right mindset for the growth of your enterprise involves;

- ▶ Long term mindset – don't build for now but for the future. Delay gratification so you can enjoy a rewarding future
- ▶ Integrity mindset -anything you want to build to last, must be built with integrity , no cutting corners, no shortcuts
- ▶ Leadership mindset - your number 1 responsibility is to lead and build your organization. Everything rises and falls in leadership so lead well.

Dont work in your organization but work on your organization, build it to be bigger than you and to outlive you.

- ▶ Self discipline - as the leader the buck stops with you. True leadership is possible only where there is self-discipline; the only person you need to control and master is you
- ▶ Excellence mindset - anything worth doing is worth doing very well. Dont compromise standards, dont ever settle for less when it can be more. As much as its within your power do it excellently well
- ▶ Civil Society Organizations have huge opportunities to grow and excel like the profit making organizations does, we just need to get it right

Q & A



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