

# Sustainability 101

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Building an Organizational Framework



*“Our primary task is to unleash the creative forces in man. Let us accept the challenge and try to elevate the whole population.”*

— Jack Murdock

## What Do We Mean by Sustainable?

- › Lasting, enduring, delivering over the long-haul
- › Absorbs ups and downs
- › Flexes, but does not break
- › Balances inputs and outputs



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**GROUP EXERCISE:**

**Identify the elements of your organization's framework. Think in terms of ingredients in a recipe.**

1. \_\_\_\_\_  
\_\_\_\_\_

2. \_\_\_\_\_  
\_\_\_\_\_

3. \_\_\_\_\_  
\_\_\_\_\_

4. \_\_\_\_\_  
\_\_\_\_\_

5. \_\_\_\_\_  
\_\_\_\_\_

6. \_\_\_\_\_  
\_\_\_\_\_

7. \_\_\_\_\_  
\_\_\_\_\_







## What is Your Promise?

- › Why was your organization founded?
- › What need did it set out to meet?



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### GROUP EXERCISE:

**Why was your organization founded?**

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**What need did it set out to meet?**

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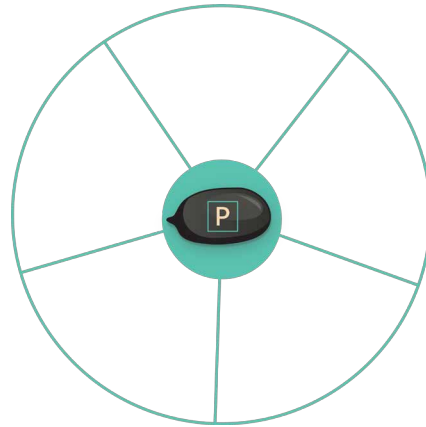
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# Your “Why” is the Core, Touching All Elements of the Framework

› What is your promise?



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## GROUP EXERCISE:

What is your promise?

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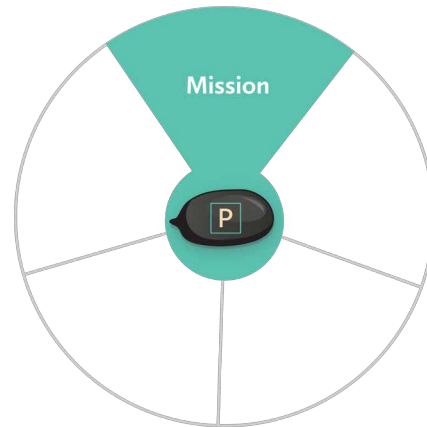
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## First Core Element: Mission

- › Defines what we do
- › The board is responsible to steward (hold in trust) the mission
- › Missions must live and breathe—they need to stay relevant



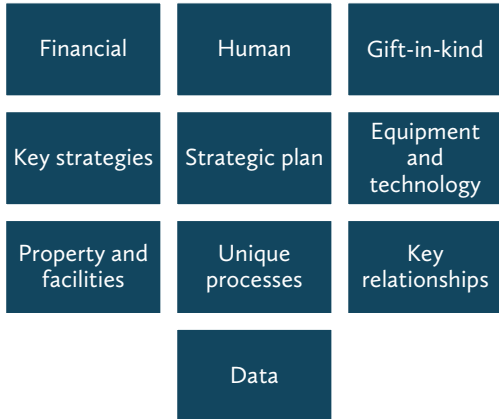
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## Fourth Core Element: Resources



- › Avoid overreliance on financials
- › Have a plan and review process for each resource











## Three Most Important Concepts with the Organizational Framework

1. Leadership must have a working understanding of the entire framework
2. Interconnectivity is key to driving efficiency and optimizing resources
3. Have a plan and review process for each element



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### ASSESSMENT

LOW					HIGH	
1	2	3	4	5		

1. How confident are you that your organization is sustainable? Built for the long-haul?

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2. How confident are you that your mission is reflected in your operations?

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3. How confident are you that ALL target audiences have been identified and resourced?

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4. How confident are you that your organization has effective programs for each target audience?

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5. How confident are you that your board is knowledgeable about ALL resources needed to deliver your promise—not just financial resources?

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6. How confident are you that your board has anticipated the need and importance of a future direction that will serve for generations?

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#### GROUP COMPOSITE AVERAGE SCORE

Question 1 \_\_\_\_\_

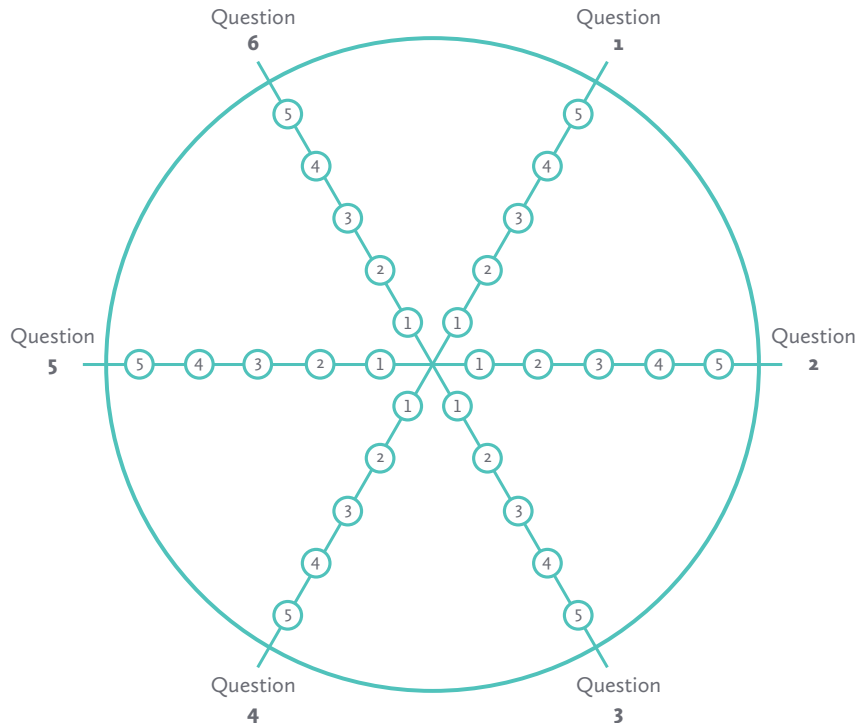
Question 2 \_\_\_\_\_

Question 3 \_\_\_\_\_

Question 4 \_\_\_\_\_

Question 5 \_\_\_\_\_

Question 6 \_\_\_\_\_



**ASSESSMENT FOLLOW-UP QUESTIONS**

A. How do you want the diagram to look in 18 months?

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B. Does the graph give you any ideas for your Five Strategic Next Steps?

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**ARE ANY ACTION ITEMS IN THIS SECTION  
A CANDIDATE FOR THE TOP 5 STRATEGIC NEXT STEPS?**

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