Peter Drucker

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the world’s foremost pioneer in management theory

**“There are five questions that are essential for a board to consider,”** he says. “To be successful as an organization you must have thoughtful, clear answers to these questions.”

**1. What is your mission?** It is equally important for a man or woman to have a personal mission statement. In your personal mission statement, answer these questions:

* Who am I?
* What values do I consider most important?
* What do I stand for?
* What do I want to achieve in life?
* How should I treat those closest in my life?
* How do I want to be treated?
* What is the purpose of my life?

The mission statement will help you determine who you are,say who you are, and do what you say. When you finish your personal mission statement, you will know quite precisely why you were put on this Earth.

**2. Who is your customer?**

**3. What does your customer value?**

**4. What results do you expect?**

6. **What is your plan?**

You’ve clarified your mission, what you stand for. You are clear about the people you want to invest in a relationship with. You have developed a deep understanding of what each person values, of what is important to them. They know what to expect from you and what you expect from them.

Your final step is to identify your plan—the short, medium, and long-term actions that will get you to where you want to go. Without a plan, you may go just about anywhere. Or nowhere.

Peter Drucker’s five questions about **Mission, People, Value, Expectations, and a Plan.**

***Authors of***[*Power Questions:*](http://leadingwithquestions.us3.list-manage.com/track/click?u=4320a50bc672b2862b6f985c0&id=a550ad5c8c&e=f8f9a9fe45)***Jerold Panas & Andrew Sobel –*Jerold Panas** is the world’s leading consultant in philanthropy and the CEO of Jerold Panas, Linzy & Partners, the largest consulting firm in the world for advising nonprofit organizations on fundraising. Jerold Panas**Andrew Sobel** is the leading authority on building long-term client and other professional relationships.