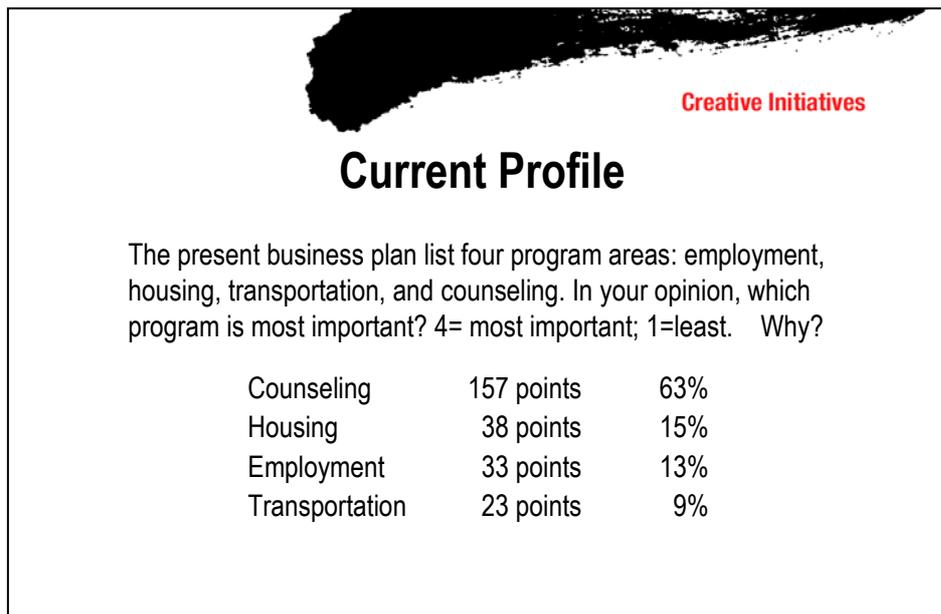


Current Profile PP Slides

Based on casual office conversations and coffee room discussions, it might appear as if most stakeholders agree upon an organisation's current profile and conditions. However, when an objective outsider, like a CIF Associate, uses confidential interview responses and survey data to measure people's opinions about the problems and issues facing an organisation, it's amazing just how much disagreement can exist.

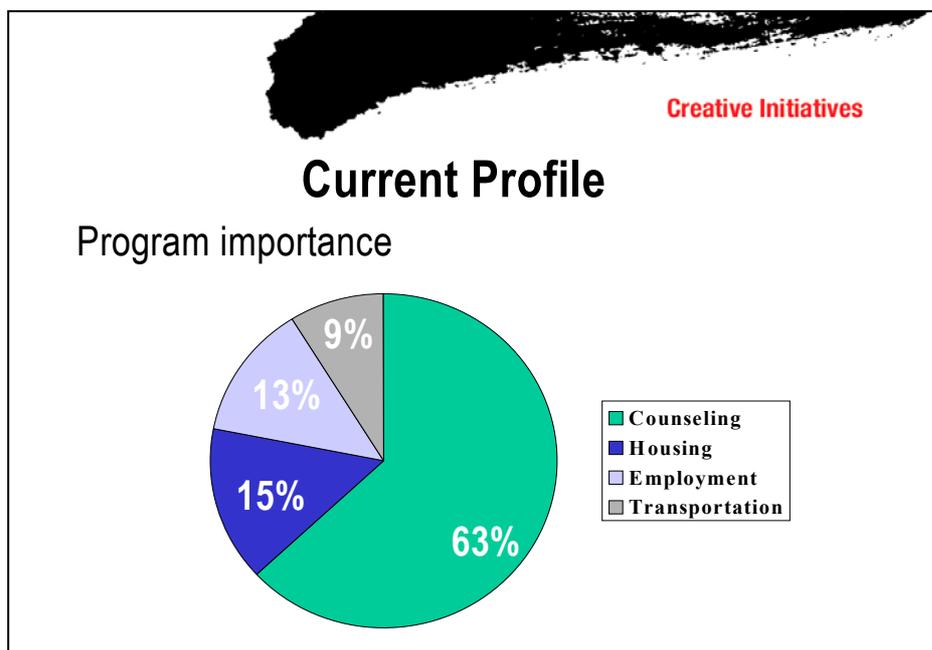
Quantifying the level of agreement or disagreement about a topic can do a lot to help a group make decisions about what is most important, what needs to be addressed right away, and what can wait until another day. This is particularly true of pet projects and old programs that are supported by people who have been with an organisation for a long time. When the data demonstrates the vast majority of stakeholders think changes in the operating environments have made a historically popular program obsolete, it becomes easier for people with a vested interest in the program to change the program or give it up altogether. It also becomes easier for the majority to push for needed change.

The following PowerPoint slides provide examples of CIF's format for presenting data and information about an organisation's current profile



In the sample above, 25 stakeholders were surveyed for the opinion about the importance of the organisation's four program areas. Each person was asked to allocate a total of 10 points to the four choices. 4 points for most important; 3 points next; 2 points for next; and 1 point for the least important program. Thus, a total of 250 points were cast. The points cast for each choice were then converted to percentages.

The slide on the next page presents the same data in a pie graph, which makes the information more meaningful to some workshop participants.



Workshop participants appreciate seeing their own words in print. It gives them the correct impression that their opinion is valued and will be considered when the final decisions are made.

Creative Initiatives

Current Profile

The present business plan list four program areas: employment, housing, transportation, and counseling. In your opinion, which program is most important? 4= most important; 1=least. **Why?**

Counseling	"...12 step program is the centerpiece of our success."
Housing	"...counselors are able to keep clients focused on recovery."
Employment	"...peer group counseling provides the support clients need."
Transportation	"...this is where the ministry is."
	"...our organization is faith-based."
	"...most of our funding comes from religious organizations."
	"...counseling keeps our clients out of jail."
	"...all of our staff are professional counselors."

The above slide presents some of the participants' comments about why counselling is so important. The statements are the actual words of the participants. While time and space doesn't permit all of the participant's comments to be listed for every topic, the CIF Associate should never attempt to paraphrase a comment or combine several similar comments into an average point of view.

The following slide compares the participant's rating of each program's importance with the actual amount of money that was spent on each program during the previous year. The fact that the counselling program only represented 18 percent of expenditures when it is rated as being more than 4 times as important as any other program is mind-catching information. This information needs to be discussed by the group, especially in light of the comment, "...most of our funding comes from religious organisations," and the number of other comments that reflect the organisation's spiritual values.

