



## FORCES FOR GOOD SELF-ASSESSMENT SURVEY

**Scoring Key:**  
**1 = Strongly agree**  
**2 = Agree**  
**3 = Disagree**

### PRACTICE #1: ADVOCATE AND SERVE

1. My organization acts as a strong advocate for policy reform, in addition to providing direct services

1            2            3

2. My organization effectively combines service and advocacy, drawing upon its direct service program to inform its advocacy agenda and vice-versa

1            2            3

### PRACTICE #2: MAKE MARKETS WORK

1. My organization builds effective, win-win alliances with companies

1            2            3

2. My organization is funded in part by operations that generate revenue for the organization

1            2            3

2. My organization changes the way business fundamentally operates

1            2            3

### PRACTICE #3: INSPIRE EVANGELISTS

1. My organization creates meaningful, emotional experiences for supporters

1            2            3

2. My organization deliberately cultivates high-profile evangelists for our cause

1            2            3

**PRACTICE #4: NURTURE NONPROFIT NETWORKS**

1. My organization embraces a network mindset, and works collaboratively with other groups to advance a larger cause

1            2            3

2. My organization shares knowledge, cultivates leadership, and develops collective resources within our network or field

1            2            3

**PRACTICE #5: MASTER THE ART OF ADAPTATION**

1. My organization evaluates what works using practical tools designed to track *outcomes*, not just *outputs*

1            2            3

2. My organization is able to launch new programs and also terminate programs that don't produce sufficient results

1            2            3

**PRACTICE #6: SHARE LEADERSHIP**

1. The executive director of my organization effectively shares power and decision-making with the senior team and board of directors

1            2            3

2. My organization deliberately develops emerging leaders within the organization and also within our larger network

1            2            3