High-Capacity Organizations

A high-functioning economic development organization sets the stage for a thriving community. Using the five categories of organizational structure listed below can help your organization lead with clear purpose and high impact.

Use this checklist to level-up your organization.

Mission & Vision

- ☐ We have a mission statement that reflects our organization's purpose and values
- ☐ Our organization has a clear understanding of the vision we are trying to achieve
- ☐ There are well-defined goals, priorities, and performance metrics that guide our work

Messaging & Promotion

- ☐ My organization has a positive reputation in the community
- ☐ The community can clearly identify our organization's strategic priorities
- ☐ We are responsive to current challenges and opportunities facing the community
- ☐ The organization includes representation from key sectors across the community
- ☐ We regularly communicate with our stakeholders and funders
- ☐ We collaborate and share information with other organizations in our community

Measuring Outcomes

- ☐ We have a system of collecting data for measuring and evaluating our progress
- ☐ Our organization can clearly demonstrate the impact our work has in the community
- ☐ We strike a balance between a reactionary and proactive approach
- ☐ Data is used to inform what our organization should be focused on

Strategic Planning

- ☐ We use a targeted approach to focus on achieving defined outcomes
- ☐ Organizational goals are reviewed annually
- ☐ A comprehensive planning process was completed within the last 5 years
- ☐ We utilize a variety of funding sources

Board Development

- ☐ We meet regularly and have high attendance at board meetings
- ☐ Board members understand the organization's history, vision, and values
- ☐ We use an onboarding process to introduce new board members to our organization
- ☐ Each board member clearly understands their role in governing the organization
- ☐ The organization strives for continued improvement, efficiency, and sustainability

Adapted from the McKinsey Capacity Assessment Grid