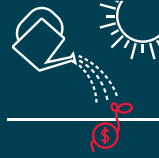


THE 6 CORE COMPETENCIES OF NONPROFIT CHIEF EXECUTIVES



PLANNING

Preparing for the future is one of the most critical leadership responsibilities of the chief executive. Working with the board, the chief executive must develop a shared vision for the future of the organization aligned with its collective purpose, build understanding around the mission, and develop appropriate goals and strategies to advance that mission.



FUNDRAISING

The chief executive, in partnership with the board and appropriate staff, is responsible for developing and implementing fundraising systems and strategies that enable the organization to meet its financial development goals and carry out its programs and operations.



ADMINISTRATION

The chief executive has overall responsibility for the day-to-day work of the organization. The chief executive works with staff to develop, maintain, and use systems and resources that facilitate the effective operation of each department in the organization toward the objectives of the strategic plan.



BOARD RELATIONS

Together, the chief executive and the board form the leadership team of the organization. Each draws upon its own unique strengths and abilities. The chief executive and board have joint responsibility for developing and maintaining a strong working relationship and a system for sharing information that enables the board to effectively carry out its governance role.



COMMUNICATIONS & PUBLIC RELATIONS

The chief executive serves as a primary spokesperson and public face for the organization. This role has three major components: effectively promoting the organization, advocating for the mission and work of the organization, and building relationships with constituent and stakeholder groups critical to the success of the organization.



FINANCIAL MANAGEMENT

Ensuring that resources are managed wisely is especially important for a nonprofit organization. The chief executive's role is to see that the organization's goals and strategic plan serve as the basis for sound financial management, that solid budgeting and accounting systems are in place, and that appropriate financial controls and risk-management strategies protect the organization's assets.