

## Execution: Taking Plans to the Street

Your organization invests time and other resources into setting goals and creating plans. The next step is execution. It's often the place where organizations and people get derailed as the press of everyday work and life take over.

### 1. Plans are important, but execution is essential.

A plan without proper execution is practically useless. An average plan well executed is more effective than a great plan poorly executed.

### 2. Practical execution requires accountability systems.

People gravitate to where the rewards are. If execution of plans is a key measure of staff effectiveness, then follow-through becomes much more important.

### 3. Because circumstances can change or influence execution, it is vital to have checks and balances in place.

No plan can foresee every eventuality. Staff need to regularly review plans and follow-through to see what is working, what isn't, and what needs to be done. These regular reviews provide accountability.

### 4. Stalled execution reveals your organization's weaknesses.

If a part of your plans are not being executed, it's an obvious indicator of things that are amiss. Is it the plan? Is it the staff charged with executing the plan? Are there other variables that much be considered?

### 5. Successful execution of plans builds momentum and grows confidence in the organization and its staff.

When staff can report progress and match it to clear expectations, everyone benefits. There's more energy and focus. One success leads to the next.

### 6. An organization focused on effective execution gains tremendous credibility in different circles of influence.

Non-profits that say what they intend to do, then do it effectively, are highly credible. This applies to programs and relationships, services and fundraising. When donors have high confidence in an organization, fundraising grows.

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