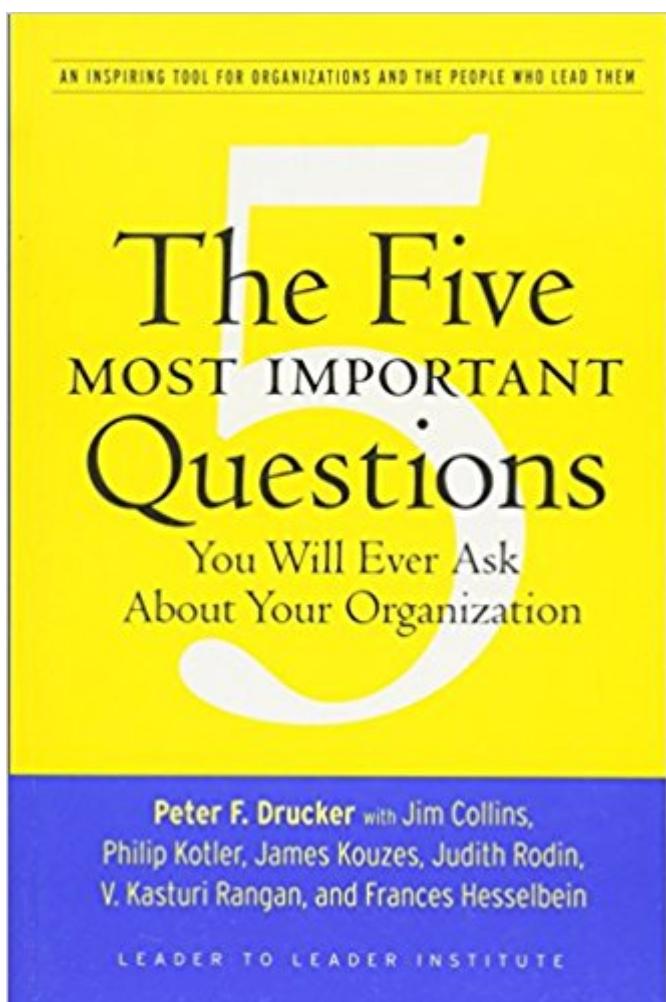


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# The Five Most Important Questions You Will Ever Ask About Your Organization



## **Synopsis**

With Peter Drucker's five essential questions and the help of five of today's thought leaders, this little book will challenge readers to take a close look at the very heart of their organizations and what drives them. A tool for self-assessment and transformation, answering these five questions will fundamentally change the way you work, helping you lead your organization to an exceptional level of performance. Peter Drucker's five questions are: What is our Mission? with Jim Collins Who is our Customer? with Phil Kotler What does the Customer Value? with Jim Kouzes What are our Results? with Judith Rodin What is our Plan? with V. Kasturi Rangan These essential questions, grounded in Peter Drucker's theories of management, will take readers on a exploration of organizational and personal self-discovery, giving them a means to assess how to be--how to develop quality, character, mind-set, values and courage. The questions lead to action. By asking these questions, readers can focus on why they are doing what they are doing in their work, and how to do it better. Designed for today's busy professionals, this brief, clear and accessible book will challenge readers to ask these provocative questions and it will stimulate spirited discussions and action within any organization, inspiring positive change and new levels of excellence, helping all to envision the future of theirs' or any organization.

## **Book Information**

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## **Customer Reviews**

âœl rarely read long tomes of hundreds of pages but this book is great; itâ™s short and sharp and is good practical brain food.â • (B2B Marketing, October 2015)

With Peter Drucker's five essential questions and the help of five of today's thought leaders, this little book will challenge readers to take a close look at the very heart of their organizations and what drives them. A tool for self-assessment and transformation, answering these five questions will fundamentally change the way you work, helping you lead your organization to an exceptional level of performance. PRAISE FOR The Five Most Important Questions You Will Ever Ask About Your Organization "The Leader to Leader Institute has done a great service in bringing us this monograph. Good leaders come up with answers, but great leaders ask the right questionsâ "and this wonderful work helps all leaders do exactly that." â "Jim Collins, author, Good to Great and the Social Sectors "An amazing resource that can help even the most successful organizations become more successful!" â "Marshall Goldsmith, author, What Got You Here Won't Get You There, winner of the Harold Longman Best Business Book of 2007 "Peter Drucker's Five Most Important Questions continue to be the indispensable questions an organization must ask itself, regardless of size or sector, if it is determined to be an organization of the future." â "Kathy Cloninger, CEO, Girl Scouts of the USA "At a time when the need for more effective management and more ethical leadership is the moral equivalent of global warming, Drucker's common sense and courage should be modeled by everyone." â "Ira A. Jackson, dean, Peter F. Drucker and Masatoshi Ito Graduate School of Management, and board member, The Drucker Institute "Nobody, not even Socrates, has ever asked better questions than Peter Drucker. All the personality, all the wisdom is here to make your work dramatically more effective." â "Bob Buford, author, Halftime and Finishing Well, and founding chairman, Peter F. Drucker Foundation for Nonprofit Management

This is a short and easy read that mostly focuses on the non-profit section of business, which is not often discussed in business classes. This book often a good new perspective to business and is great for a general introduction into areas of business that are very important in order to be successful. At the end it offers a guide to prompt continuous learning by giving a list of in depth questions that people should always be asking about their organization. Some concepts might need further explanation but are still a good starting point for people that have some basic knowledge of business. I would suggest this to people in the non-profit section of business since this book focuses on it.

Peter F. Drucker has been an incredible influence on me. Not only am I an admirer of his seminal work in management but also the good he advocated in his consulting service with many social

sector institutions. This most recent edition of his "The Five Most Important Questions You Will Ever Ask About Your Organization" is like having Drucker sitting right next to you, offering his sage advice on effectiveness. In addition to Peter's writings, are chapter insights offered by leadership experts such as Frances Hesselbein, Jim Collins, and James Kouzes among others. Drucker's Five questions are: What is our mission? Who is our customer? What does the customer value? What are our results? And, what is our plan? Though they may seem simple, an adequate answer to each should take much time and thoughtful consideration among your organization's leadership, staff, board, and customer response. All answers should also lead to action and then again assessment, asking more questions, and more answers with action and so on. The distinction between primary and secondary customers and discussion on measuring changed lives quantitatively and qualitatively is far worth the price of the book for anybody who works in the nonprofit world. I have used these questions to direct the birth of my first organization this year as a catalytic leader, and also as a consultant and coach to several first time business owners. I have family in politics, peers in ministry, and entrepreneurial friends, all of which have benefited from working through the self-assessment process this book offers. As Drucker states; "Properly carried through, self-assessment develops skill, competence, and commitment. Active and attentive participation is an opportunity to enhance your vision and to shape the future" (p. 85).

I hate long boring text! This was concise, well informed, practical, and very effective. Anyone leading, serving on the board of, or simply volunteering in a third sector entity will find this book invaluable. I used it in a church setting and was very impressed with the results.

A short read so I read this on a short plane trip. Although it is aimed at non-profits the concepts still apply to for profits. They are 5 important questions that you really ought to know the answers to and this is a great short read and a reminder to jog your memory and ensure that you have the answers, ideally also to build this into your corporate process to ensure it never gets forgotten.

This is good stuff, but basic management 101. Drucker is a genius which is why I bought the book. If you are looking for a refresher on the foundations of your company then this is a great quick read.

I found this self-assessment tool refreshingly easy to read with laser focus on the five most important strategic questions: 1. What is our mission? 2. Who is our customer? 3. What does the

customer value? 4. What are our results? 5. What is our plan?. Each of the five questions is first tackled by Drucker, followed by a brief expansion by one of the co-authors, who are management buffs in their own right. While the questions are universally applicable, much of the text and examples focus on non-profits. This really doesn't matter, because the text paints a broad enough picture to see how this applies regardless. Reading this book makes it abundantly clear WHAT to ask, but leaves it up to the reader to figure out HOW to implement or actionize the findings. All in all a valuable "fog-lifter" to be revisited regularly to evaluate if your daily activities are still in line with your mission. The brevity and organization of the book allow for time-efficient checkups.

This is a very short book, but don't confuse length with impact. The 5 questions are the central organizing questions of any business. Ask these questions of your organization and you will find yourself more likely to take the right path. Ignore these questions, and times will be tough.

Drucker hit another home run with this book. If you own your own business, are a new member to management, currently in management or want leadership advice, you would be hard pressed to find a better read. Short, concise and inexpensive, this book packs a lot into a few pages. While many of these concepts will make you smack your head like a V8 commercial, its well worth the read.

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