Category

Strategy

Strategy for Mission-Driven & Impact-Oriented Organizations Playbook

Balancing mission fidelity with the financial sustainability that lets the mission keep running

- Executive
- Intermediate
- Template Included

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- 3 minute(s)

Overview

A framework for making strategic trade-offs in mission-driven organizations, where financial sustainability and mission impact must both be protected rather than treating one as automatically subordinate to the other.

Does this apply to nonprofits only, or also mission-driven

for-profits (B Corps, social enterprises)? Both — the core tension between mission fidelity and financial sustainability applies whether the organization is structured as a nonprofit, a B Corp, or a mission-driven for-profit.

Isn't financial sustainability just a means to the mission, not a

strategic priority in its own right? It's both — an organization that runs out of money can't deliver its mission at all, which is exactly why this playbook treats financial sustainability as a genuine strategic priority to be actively managed, not an afterthought to mission planning.

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