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### Category 1: Organization leadership

**1a) The executive understands and implements the mission of the organization.**

\_\_\_ Very good

\_\_\_ Adequate

\_\_\_ Needs improvement

**Comments:**

*This item means:*

If the board has not established a mission statement for the organization, you will not be able to answer this item accurately. If the board does have a mission statement, please review it before you respond to this item. The mission statement is approved by the board and should be a guide to what the board expects. The executive should display a good understanding of the mission, and all that he/she does for the organization should be in line with the mission.

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**1b) The executive works as an advocate for the organization before government, clients/members and the general public.**

\_\_\_ Very good

\_\_\_ Adequate

\_\_\_ Needs improvement

**Comments:**

*This item means:*

The executive is the recognized representative of the organization day-to-day. Advocacy means active solicitation of funding for the organization, lobbying for legislation favorable to the organization, and creating a good image of the organization in the public eye. Advocacy means being aware of the outside influences that might impact the organization positively or negatively and then working to increase the positive and head off the negative.

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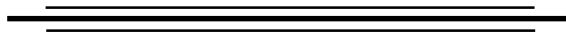
**1c) The executive understands the needs of the organization's clients/members and seeks to fill those needs with the organization's programs and services.**

\_\_\_ Very good                      \_\_\_ Adequate                      \_\_\_ Needs improvement

**Comments:**

*This item means:*

The executive position can become segregated from the daily activity of the organization. Managing a smooth-running office means nothing if you cannot identify quality programs and services delivered effectively to those you are in business to serve. The executive must always seek to understand the needs of those your organization serves and focus his/her efforts on meeting those needs.



**1d) The executive is recognized as a leader among his/her peers.**

\_\_\_ Very good                      \_\_\_ Adequate                      \_\_\_ Needs improvement

**Comments:**

*This item means:*

Peer approval and respect is generally a good measure of quality in your executive. Is he/she a leader in peer organizations or given recognition by peer groups? If you have no opportunity to observe this, skip this item.

