

7 MEASURES OF SUCCESS

Please answer the following questions to the best of your knowledge about the GSAE.

DIRECTIONS: Mark the column with the description which most closely describes how the GSAE operates based on your knowledge about GSAE. Mark the empty column closest to your perception (columns 1 or 4 for each number)

(1)	(2)	(3)	(4)	(5)
1 Ask what members need	OR			1 Decide what members need
2 Do what needs to be done	OR			2 Talk about what needs to be done
3 Question the status quo	OR			3 Protect the status quo
4 Use data vertically and horizontally, so it permeates the organization	OR			4 Use data vertically (usually a top-down approach)
5 Exhibit a “what if...?” mentality when confronting challenges	OR			5 Exhibit a “Yes, but...” mentality when challenges arise
6 Strive to understand what precipitated a crisis and face it head-on	OR			6 Make excuses or place blame when a crisis arises, often becoming immobilized by it
7 Talk <i>with</i> members at every opportunity	OR			7 Talk <i>to</i> members, both in face-to-face and other types of communication
8 Have learned to let go of services/ programs that no longer serve the members	OR			8 Continue to hang on to what may have worked in the past but may now be irrelevant
9 Remain attuned to the external environment, particularly the competition	OR			9 Do not engage in much scanning of the external environment; often rely on organizational leaders for view of the world
10 Have confidence in who we are and are well on the way to determining-or already know- who we want to be	OR			10 May still be struggling with who we are and have given little serious thought to who we want to be
11 Embrace failures as an opportunity to learn how to better serve members, look for ways to reuse or repackage what failed	OR			11 View failures almost as embarrassments, as something not to revisit or even recall
12 Enjoy camaraderie within an open, sharing environment where a sense of single purpose prevails	OR			12 May not have a sense of camaraderie across the entire organization
13 Do homework, through surveys, assessments, and evaluations, before making decisions	OR			13 Rely more on intuition, assumptions, and chance when making decisions
14 Are methodical and disciplined about collecting member data and opinions	OR			14 Take a random, inconsistent approach to gathering member data.
COMMENTS:				

Adapted from *7 Measures of Success*, ASAE & The Center for Association Leadership, 2006, pp. 74-75