

## What it is

A tool for helping teams evaluate and improve any aspect of organizational life

## What it can do

This simple tool can assist you to:

- Help teams clarify their ideal picture of any aspect of organizational life.
- Help teams identify the gaps between this ideal state and current reality.
- Help teams improve by developing strategies to close the gaps.

## When to use it

- Routinely – as a process of continuous improvement for team and organizational performance
- To problem solve around particular team or organizational challenges or shortcomings

## How it works

**Step 1. Define the area of organizational life to be evaluated, e.g.:**  
digital strategies, member engagement, planning, individual donor fund-raising, supervision, media presence, etc.

**Step 2. Ask each member of the team to evaluate current reality on a 1–10 scale (1=low; 10=high).** For example:  
*Please assign a number, 1–10: How effective is our current media presence?*

**Step 3. Post all numbers on a flip chart, so the group can see the distribution of responses.**

**Step 4. Now ask the group: *Why did you give that number? What specifically were you thinking of that added up in your mind to a 10?***

**Write down key words on a flip chart, e.g.:**

- Rarely asked to speak on major TV talk shows.
- Not quoted frequently in major news sources.
- Not a clear, compelling image of our brand.

**Step 5. Next ask the group to think about what would be the characteristics of a 10. Then have people call out their ideas, e.g.:**

- We are in high demand as guests on major national TV news shows.
- We are among the top 3 groups in our sector being quoted in major print media.
- Stories about us emphasize our effectiveness and impact.

**Step 6. Use the gap between the current number/key words and the characteristics of a 10 to begin planning how to improve.**