

## Top Ten Reasons for Success or Failure of an Organization

In her book The Successful Volunteer Organization (Chicago: Contemporary Books, 1984), Joan Flanagan surveyed founders of organizations about factors that contribute to the success or failure of an organization.

### **Top ten reasons mentioned for organizational SUCCESS are:**

1. Clear Goals
2. The will to succeed
3. Focus on a limited number of goals
4. Plan and timetable to reach goals
5. Tangible goals
6. Exciting programs
7. Fun
8. Strong board of directors
9. Dependable income
10. Up-to-date bookkeeping

### **The top ten reasons mentioned for organizational FAILURE are:**

1. Unclear or contradictory goals
2. Lack of the will to succeed
3. Conflict of interest
4. Boring programs
5. No plan or timetable to reach goals
6. Out-of-date or inaccurate bookkeeping
7. Too little money
8. Too many goals
9. Lack of dedicated leaders
10. Lack of paid staff