

Non-Profit Lean Operations Model Key

A Lean Operations Model describes the rationale of how an organization creates, delivers, and captures value.

1 - Value Proposition - The organization's mission, its main programs and brand.

- **Mission** - Defines the fundamental purpose of an organization, succinctly describing why it exists and what it does to achieve its vision. For example, the charity working with the poor can have a mission statement as "providing jobs for the homeless and unemployed."
- **Vision:** Outlines what the organization wants to be. It can be emotive and is a source of inspiration. For example, a charity working with the poor might have a vision statement which reads "A World without Poverty."

2 - Beneficiaries of Services - The target group who the organization principally aims to reach and serve to achieve its vision/mission.

2A - Customer/Donor Segments - The different groups of customers and/or donor segments which the organization.

3 - Program delivery - The method which the organization uses to achieve its mission or program activities to the beneficiaries.

3A - Channels - The methods of communication, distribution and sales used by the organization to interface with its customer/donor segments.

4 and 4A - Relationships - The type of relationship the organization has established or wants to establish with each key beneficiary or donor segment.

5 and 5A - Key Activities - The main actions which an organization needs to perform to create its value proposition for programs or donor segments.

6 and 6A - Key Resources - The physical, financial, intellectual, or human assets required to make the business model work.

7 and 7A - Key Partners - The network of cooperative agreements with other people or organizations (including governments) necessary to efficiently offer and distribute the organization's mission and programs.

8 - Expenditure - The total expenses which the organization incurred (or will incur) to implement the agreed activities.

9 - Income - The income or funding streams, this could be: donations, merchandises/sales, investments, or other income streams available for the organization to work on its value proposition.

Organizations Impact - *The higher-level situation that the project or program aims to achieve.*