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# CSO MANAGEMENT - MAIN IDEA BEHIND

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## introduction

Help me to understand WHO and WHY you are:

- NAME
- CSO/ THINK TANK/ INSTITUTION and YOUR POSITION
- WHY YOU CAME TO THIS ORGANIZATION
- WHAT IS THE BEST FOR YOU IN DSC (1 WORD)
- COUNTRY

## CSO management: brief on strategy

- find your mission
- paint your vision (picture of the future)
- identify yourself and your strong/weak sides
- identify your environment
- understand your target audience/group
- find your supporters
- listen to what your enemies say
- never rely on tools from other sectors
- challenge yourself every day
- be ready to change the road in order to achieve your destination

## CSO management: team

Ask yourself few questions:

- if we wanna complete our mission, what competences do we need
- what are our resources/demands/opportunities
- what kind of motivation system can we build
- what is our policy, how we sort out our priorities
- **what are our common values**

## CSO management: regional environment

- identify wider frameworks
- identify sustainable policies for your region/country
- identify programmes (in thematic areas and/or target groups)
- study max possible variety of opportunities for the network and fundraising
- look for success stories and best practices (make your life easier)

## CSO management: stakeholder-maps

**Let`s paint a map!**

## OUR TARGET GROUP - WHO and WHY

- WHO they are
- WHY they are YOUR target group
- WHAT they need/want/ask for and why they think so (**what they think is a real problem**)
- HOW they see (wanna receive) your assistance
- WHAT is your product(s) for them
- **WHAT should happen so they do not need you anymore**

## OUR TARGET GROUP ALWAYS (almost) DECIDES

- depth and comprehensiveness of changes proposed
- public support of your ideas/activities/initiatives
- tools to be used to reach them
- channels of communication
- level of publicity and cooperation with media

**WHAT IS MISSED?**

**FORM 4 SMALL GROUPS AND TURN ON  
YOUR IMAGINATION**

## **YOUR IDEAS AND FEELINGS**

**what was interesting**

**what was challenging**

**what you will use in your daily work**