

IDEAS HUB WORKSHEET

Finding Your Hedgehog

Outstanding, healthy organizations tend to be like hedgehogs once they can name the one big thing that exists at the intersection of passion, ability, and resources.



Gather key folks.

Gather a group from across your organization. Diversity in this group supports a powerful and equitable decision-making tool.



Discuss and list answers for each question.

On the next page, answer the following three questions. Be sure to take your time!

1: What are you deeply passionate about?

The clearer you are on your WHY statement, the more obvious this will be. You may need to look beneath the surface. For instance you may be a dance group, but your passion is giving voice to women. Or you may be a choral group whose passion is showcasing contemporary composers.

2: What could you do better than anyone else?

Like your passion, your core competency may not be obvious. If your organization has identified one or two competitive advantages, this circle may be easier to fill. Dream a little, and think about what you could be best in the world at, not necessarily what you're best at now.

3: What drives your resource engine?

What attracts resources (for example, funding, volunteers, or in-kind donations) to your organization? Money is an obvious part of the equation, but you may also consider less tangible or measurable drivers, such as specialized skills or your valued place in the fabric of your community.

 Determine what falls at the intersection of your answers to all three questions.

Create a statement that summarizes these three ideas and identifies the activities or goals that fit snugly into all three circles. How can you move towards doing this work more often? How can you use your hedgehog in strategic planning and decision making?

What are you deeply passionate about?	
What could you do better than anyone else?	
What drives your resource engine?	
What falls at the intersection of all three?	