

# Peter Drucker's 5 essential questions

Peter Drucker, that sage of business management, came up with these questions to help leaders of nonprofit institutions not only see the future but shape it. The questions work equally well for government and business leaders.

1. "What is our mission?"
2. "Who is our customer?"
3. "What does the customer value?"
4. "What are our results?"
5. "What is our plan?"

— From "Self-Assessment: The First Action Requirement of Leadership," Peter F. Drucker, Leader to Leader Institute, [www.drucker.org](http://www.drucker.org).