



# Strategy Making in Nonprofit Organizations (Environmental and Social Sustainability for Business Advanta)

*Jyoti Bachani*

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## **Strategy Making in Nonprofit Organizations (Environmental and Social Sustainability for Business Advanta) Jyoti Bachani**

The leaders of business and non-profit organizations that provide social services will find a set of principles that apply specifically to their organizations. The need for better management and social innovations is critical as the demand for essential social services is growing even as the budgets available from the government and non-profit foundations are declining. How are social enterprises different and what are the management challenges unique to them? Using case-studies and theories of management, we offer some principles that are uniquely applicable to social enterprises. Such organizations provide mission critical or essential social services under severe resource constraints. They often work with volunteers in highly political contexts. They are purpose driven organizations led by people committed to their causes. They face growing demand that typically outstrips available supply. They face competition for resources in the external environment. These organizations rely on harnessing the creativity of their people through processes that are poorly understood by outsiders. These organizations focus on delivering the triple bottom line of economic, social and environmental impact. This book articulates the management problems unique to such organization and offers a set of principles for addressing these.

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