

### 10/1 Study Guide Questions:

- Register as a free member/user of The Independent Sector at [www.independentsector.org](http://www.independentsector.org)
- After reading IS's Principles for Good Governance and Ethical Practices (as well as any other similar information on IS's website), how might the ethical dimensions of an NPO be critical to an NPO's success? Do you think that this is true in similar ways for a for-profit organization? A governmental agency?
- What are some of the more notorious ethical scandals of high-profile NPOs in the last several decades? What beneficial outcomes came from those scandals? Who were the agents of NPO sector change or correction following the scandals?
- In your view, what are the links between brand and ethics?
- In running your nonprofit, how might you institutionalize a culture of good governance and ethical practices? How institutionalize a culture of active, effective brand management?
- What is the link between genuine relationships, culture, brand, and ethics?
- As a nonprofit leader/stakeholder, how does one maintain the best of the amateur spirit (including one's own humanity, such as a sense of passion and moral imperative) within the context of the need to manage complex transactions in an increasingly professional nonprofit sector?
- What is a philanthropic leader responsible for (and to whom)? What is a philanthropic manager responsible for (and to whom)? And how might the dynamics inherent in these two approaches safeguard or constrain what is most important to the running of a nonprofit, to the efficacy and promise (brand) of even the nonprofit sector in general?
- According to the Hauser Center white-paper, what are the typical concerns that NPO stakeholders hold about the purpose/value/process of brand management? As a future NPO leader or key stakeholder/investor, which of these risks might you be most concerned about? And what actions would you take to mitigate that risk?
- What do the Hauser authors assert are the benefits to an NPO of effective management of their brand? Based upon your knowledge and experience, in what ways do you concur with their assessment of these benefits? In what ways do you not concur?
- What did you find most surprising in the Hauser white-paper?

### Potential Questions for Chris Ashcraft of the Community Performing Arts Center (CPAC):

1. Tell us about CPAC, its mission, clients, partners, theory of change strategy, greatest opportunities and challenges at this point in its lifecycle, etc.
2. What is the brand reputation of CPAC, and how have you gone about building/enhancing CPAC's brand?
3. What are some of the best tools/knowledge you gained in school that you have since put in to practice?
4. What didn't you learn in school that you're now utilizing?
5. What emerging trends and best-practices in the nonprofit sector do you find most promising in their potential to improve the sector's performance and accountability?
6. What advice do you have for this class of future nonprofit leaders and stakeholders?