

Characteristics of non-profit sector

The non-profit world and business world were once referred to as two opposites based on fundamentally different values. Entrepreneurs often understood the non-profit sector as poor, nonconceptual, or amateurish. In contrast, charismatic leaders of non-profit organizations spoke of business as something of a false, filthy, and desecrating vision and mission of the organization. Recently, however, there have been opinions that these two seemingly opposing sectors can learn and enrich each other, and even non-profit organizations play a dominant role in this regard.



“ The third sector according to is one of the basic pillars of the civil society and an important element of social stability. It is a tool of change in the life of a human being a thereby a whole society.”

“ Some authors presents an opinion that the main difference between the profit and the non-profit sector is the reason for establishing. Enterprises are established for making a profit, while for non-profit organizations this reason does not exist (is not paramount). This fundamental difference also implies all other differences.”

Specifics of strategic management of non-profit organizations in the Slovak Republic

Strategic management and strategy elaboration is a new process for the most of non-profit organizations.

The specifics of strategic management:

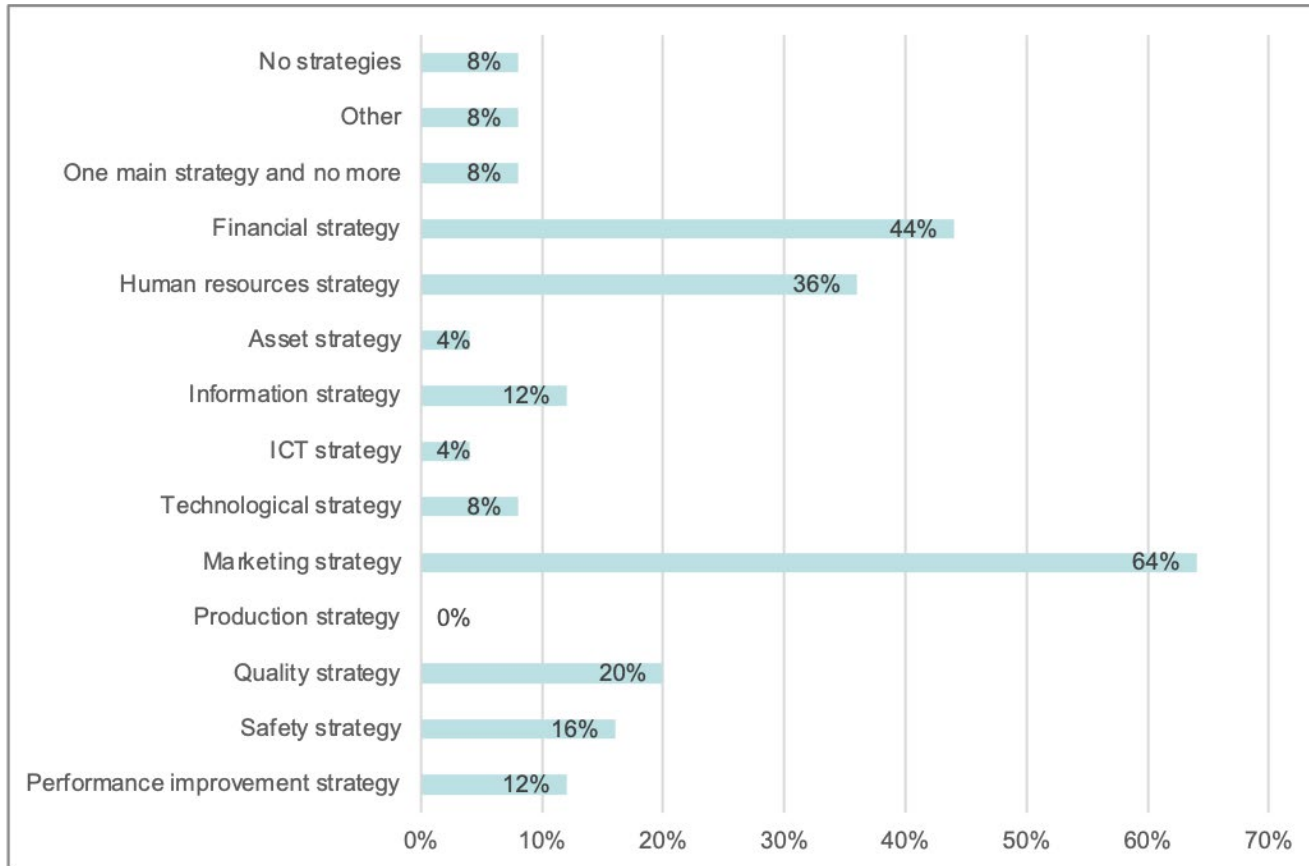
- The process of strategic management of non-profit organization
- The concept of costumers of non – profit organization



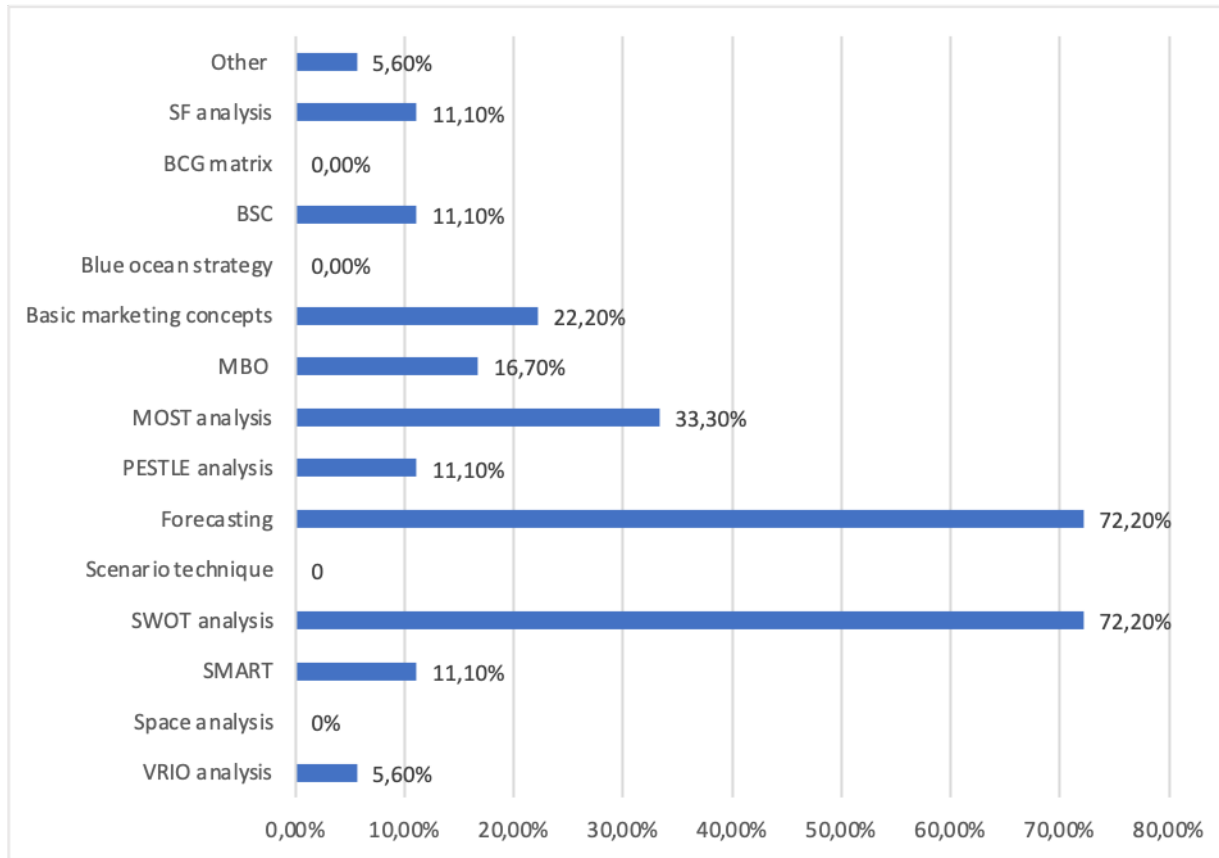
The questionnaire survey



The use of strategies in non-profit organizations



The use of tools of strategic management

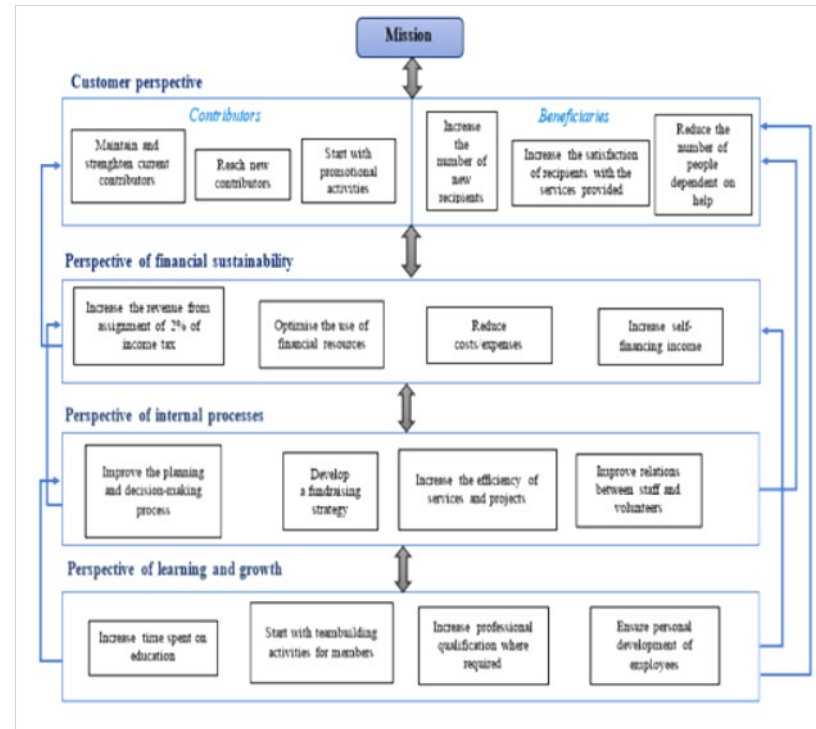


Suggestions and recommendations in the field of strategic management of non-profit organizations

- Strategic management of the non-profit organization is an important tool.
- Respect the specifics of the focus of the non-profit organization
- Respect the specifics of the strategic management process
- Based on the results of the survey we have created a general model of a strategic map for non profit organizations



Model of a strategic map for non-profit organization in Slovak Republic



Thank you

