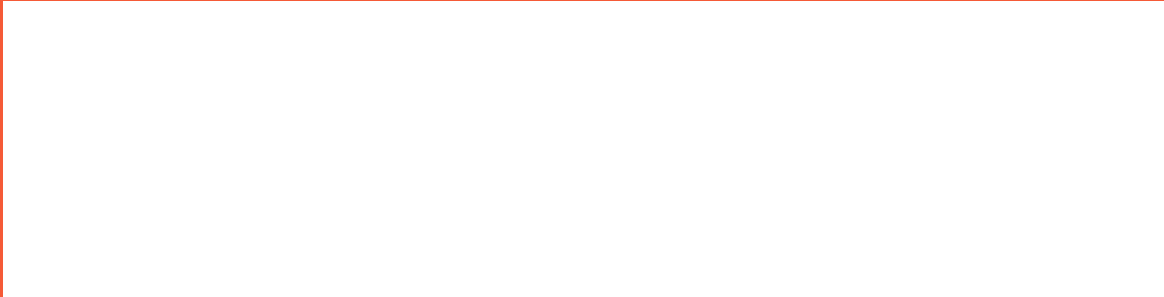




3. Take the activities best owned by a staff member and begin to group those together by similar types of activities. You're slowly creating job descriptions. Write out job descriptions. Be intentional -- what does success look like in this role in one year or three years? How will you measure it?



4. Based on this, create an org chart that showcases what the org can look like now and how you'd like it to grow.

So if you have similar activities in say communications and marketing, you can see if you feel like one person will be really day to day in the logistics and one needs to be overall viewing the approach and messaging of the effort. This might inform you that you are looking for two levels -- an early career professional who can handle more tactical and logistic measures and maybe someone with more experience to oversee that professional and shape the narrative of your organization.

The org chart and job descriptions can inform how you hire, looking for early career professionals or what level of experience will best suit your organization as it grows. It also informs how you can manage that role and growth and development within the organization.

