

The Hedgehog Concept In The Social Sectors

Circle 1: **Passion** - Understanding what your organization stands for (its core values) and why it exists (its mission and purpose).

Circle 2: **Best at** - Understanding what your organization can uniquely contribute to the people it touches, better than any other organization on the planet.

Circle 3: **Resource Engine** - Understanding what best drives your resource engine, broken into three parts: time, money, & brand

