Preparing for the future is one of the most critical leadership responsibilities of the chief executive. Working with the board, the chief executive must develop a shared vision for the future of the organization, build understanding around the mission, and develop appropriate goals and strategies to advance that mission.

Ensuring that resources are managed wisely is especially important for a nonprofit organization. The chief executive's role is to see that the organization's goals and strategic plan serve as the basis for sound financial management, that solid budgeting and accounting systems are in place, and that appropriate financial controls and risk-management strategies protect the organization's assets.

The chief executive serves as a primary spokesperson and public face for the organization. This role has three major components: effectively promoting the organization, advocating for the mission and work of the organization, and building relationships with constituent or stakeholder groups critical to the success of the organization.

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