

## Appendix 2. Drivers for organisational success

NPS drivers	Flags	Potential ways to address flags
Reputation/credibility	Quality of feedback from all audiences, stakeholders and partners Quality/quantity of media coverage Complaints and satisfaction surveys	Stakeholder survey Organisational feedback forms (e.g. CALD initiative) Monitoring of media hits
Capability	Delivery on plans and innovative direction in plans Staff engagement Future capability audit (staff and systems) Benchmark against comparable functions in other organisations Development of tools that can cause an effect	Monitoring of organisational KPIs Staff engagement survey Stakeholder (internal) feedback on NPS systems Environmental scanning
Value proposition	Level of participation by audience	Analysis of participation data (e.g. Consumers, health professionals, students) Stakeholder engagement
How we work	Performance reports Quality of products and relationships Qualitative feedback, experience of the brand	Staff engagement surveys Stakeholder engagement Monitoring of contract deliverables
Funding	Ability to fund strategic choices Sustainability of funding Cost of capital	Cost savings analysis Accountability reporting Provision of information/evidence Assistance with strategic planning
Access to data	Ability to deliver on evaluation framework, including future data needs Data analysis capability	Frequent review of data requirements Suitability and availability of data sources Level and suitability of staff resource
Partnerships	Leverage gap analysis	Gap analysis
Ability to influence	Behaviour change of audiences	Assess changes in GP prescribing rates (medicines) Ordering of diagnostic tests post NPS interventions
Government policy	Identifying trends and shifts Changes to legislation Influence and involvement in health reform	Environmental scanning Stakeholder engagement Document analysis
Societal motivation	Changes in social trends Market research on consumer and stakeholder behaviours and preferences	Environmental scanning Needs assessment Omnibus surveys Focus groups