

<b>Title</b>	Re-organizing the Theory of NPO Management by P.F.Drucker (Abstract)
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**Abstract****Re-organizing the Theory of  
NPO Management by P. F. Drucker****Akira Furuhashi**

The Great East Japan Earthquake in 2011 raised the interest of the public in non-profit organizations (NPO) again. Therefore, the activities of NPO have been developed more than just supporting the disaster areas in Japanese society.

However, there are many issues with the activities of NPO. They are broadly classified into three categories: the internal environmental issues, the external environmental issues, and the issues of social infrastructure. In this paper, I will discuss the internal environmental issues, or the issues of management, through re-organizing the theory of NPO management by P. F. Drucker.

The main point of NPO management by Drucker is “Mission,” which reflects three elements: opportunity and needs surrounding NPO, the strength of organization and belief. According to Drucker, this “Mission” makes NPO different from profit-oriented organizations. Management of NPO, including three important strategies, individual project managements and managements of organizations as whole, is based on their “Mission.”

As for the project management, this paper re-organizes the part of the theory of Drucker concerning project management by following five steps: setting a goal, segmentation, communication and training, ensuring logistics, and setting a deadline. The notable points of the theory are significance of qualitative measure, segmentation to meet the needs, communication and training from the volunteer’s standpoint, acquisition of volunteers by the person with a belief, management of a progress by setting a deadline as a guide.

The theory of Drucker is often described as “not practical” or “philosophical.” However, a management based on “Mission” shows the way to solve the problems of management. This paper attempts to re-organize the theory to make it more practical for non-profit organizations.