

The Foundation for Impact & Influence

Mission, Values & Why



The Right Culture

- Improves Efficiency and Impact
- Increases Innovation
- Increases the Client Experience
- Increases Trust & Sense of Community
- Increases Employee Fulfillment
- Improves Retention

"Culture eats strategy for breakfast"

-Peter Drucker

"Culture is what leads when no one is watching"

-Urban Meyer



A firefighter in a red protective suit is carrying a person through a doorway. The scene is filled with thick white smoke and bright orange fire in the background. The firefighter is wearing a helmet with a clear visor and has a harness. The person being carried is shirtless and has their hands held up to their face. The overall atmosphere is one of a rescue operation in a dangerous environment.

MISSION

***WHAT** we are going to accomplish*

Mission

“Fewer than 20% of leaders have a strong sense of their own individual purpose” - HBR

- A clear Mission multiplies your likelihood of success
- A selfless mission improves your likelihood of success more than a self-centered mission
- Groups that tie Individual Member Missions/Goals to the Group Mission are more successful



Establishing your Group Mission

What are we ultimately trying to achieve?

- A mission that is bigger than you = greater impact
- Your Mission should be simple & specific and represent your foundational purpose
- A Mission can include key Guiding Principles (*How we accomplish our core mission?*)



The image features a silhouette of a staircase structure against a sunset sky. Several figures are shown in various stages of construction: one person holds a plank, another stands on a step, a third holds a plank above a step, and a fourth stands on a higher step. At the top of the structure, two figures are running. The sky is a mix of blue, orange, and yellow, with scattered clouds. The overall scene conveys a sense of progress and achievement.

Guiding Principles

***HOW** we will accomplish our Mission*

Guiding Principles

- The most successful and healthy teams have simple & specific Guiding Principles
 - Establishes the foundation of how we work with each other
 - Establishes the foundation for how we work with clients
 - Focuses on the principles most important for Fulfilling Impact



Establishing Guiding Principles

- What is the right and wrong way to do things?
- What principles bring the greatest long-term impact?
- What principles create the greatest Team Culture?
- What principles generate the greatest value to customers/clients?
- How are we going to work together as a team?
- How are we going to approach our customers or clients?





WHY?

The fuel for our toughest times

Your WHY:

Making it personal increases impact

Your WHY provides:

- A reason to get through the most difficult times
- Motivation and Passion
- A focus on the thing(s) that matter most
- Increase in health and longevity



Determining Your WHY:

As a group:

- WHY is your Mission so important to achieve?
- What impact will achieving that mission have on others?
- WHY are your Guiding Principles so important to adhere to?

As individuals:

- WHY is our Mission so important to achieve?
- WHY are our Guiding Principles so important to adhere to?



Every person here is a leader. Leader's initiate positive change. Your culture lives or dies with you.

“The most important culture message you send is the way you behave. If it's not happening in you, it will never happen through you. If you don't believe it, no one else will believe it” – Urban Meyer

How will you keep it alive?

