

## BUILDING A VALUES BASED, PURPOSE & PROFIT DRIVEN ORGANIZATION

1. Orient , train and engage Leadership in the concepts of a value based, purpose & profit driven culture
2. Explore perceived & desired Organizational Values: Conduct surveys and hold focus groups
3. Identify Values, Purpose, Mission, Vision in a Leadership/Culture Team forum
4. Communicate (widely) Values to staff for feedback
5. Integrate Values, Purpose, Vision, and Mission into company publications and media
6. Establish Culture Teams; Build in accountability, flexibility, decision-making and foster innovation.
7. Celebrate
8. Obtain Feedback & Measurement (annual check-up)
9. Review, re-calibrate, improve and keep climbing

**Values:** *What do we stand for?*

**Purpose:** *What difference do we make?*

**Mission:** *Why do we exist?*

**Vision:** *Who can we be?*

*“There is no greater asset or economic fuel in business  
than human potential fully realized”*