

Living The Mission

Living It:

Living the Mission includes the **Organizational Level Introduction** and the **What's The Mission** process. Next we help you integrate your Mission Statement and Core Values into The Purple Approach. Here we focus on five key areas as follows:

1. **Goals:** There must be short and long term goals set in order for the organization to begin moving towards the mission statement. We will help set these goals for your company. We will also assist with a communication plan to help ensure every team members understands the goals and how they can help the organization reach them. These goals typically involved the following:
 - a. Sales/Business Growth
 - b. Revenue Growth
 - c. Customer Satisfaction
 - d. Procedural Roll Outs/Implementation
 - e. Expense Reduction
 - f. Team Member Turnover/Satisfaction
2. **Recruitment and Training:** A very important part of strengthening an organization is ensuring you are recruiting the right people to the organization and properly training them to embrace the Mission Statement and Core Values of the organization. It is vital that each team members embraces the Mission Statement and Core Values. We will review you current recruitment and training program. The plan will list challenges and opportunities to improve you current process to be better in line with the organization Mission Statement and Core Values.
3. **Accountability:** Great organizations have a strong sense of accountability. We will coach team on how to create an environment of accountability across all levels of the organization. This includes accountability at the individual, department, and company level. This is done by coaching executives and managers within the organization on how to be accountable and hold others in the organization accountable regardless of positions. We will accomplish this by having a coaching seminar with key department heads on creating an atmosphere of accountability.

Engaged Organizations know where they are headed. They have a mission and everyone in the organization clearly understands how their particular job helps move the company toward fulfilling that mission. They are on a mission to deliver excellence to their customers, vendors, partners, and team members.

Let us help you create and communicate that mission.



4. **Measurement:** We will assist with developing a plan that will identify what measurements will be used to define whether the organization is being successful in moving toward the Mission Statement. This will include how often measurements are taken and how they are communicated to the team.

5. **Recognition:** We will help you develop a plan that will include a recognition program for individuals, departments, and the company as a whole. This program will reward based on efforts to move the company toward the mission statement and exhibiting core values.

