

# What's The Mission?

## Keynote

Kareem Slater is the founder and president of The Purple Approach, a strategic consulting firm that develops mission statements and core values for organizations looking to improve focus, direction, and performance. Kareem has spent the last 13 years working in real estate property management where he developed teams to accomplish the mission that was before them. Kareem Slater is a funny, energetic, and engaging speaker. Here are some examples of what attendees have had to say after attending one of his sessions:

*"Kareem Slater delivers a revitalizing "Purple" punch to the heart of an organization that is about to go on life support. His simple but highly effective messages about Organizational Mission and Core Values provide the "shock therapy" that will bring new life to organizations of all descriptions and sizes."*

*"Kareem is a dynamic presenter who tailors his message to his audience. He engages and energizes the audience. Blending personal stories with real life examples, he brings life to his message. Once you've encountered Kareem and experienced "The Purple Approach", you won't be able to settle for anything less than excellence in yourself, your organization, your staff, and your members."*

*"Kareem is a true motivator. He instills corporate goals and core values in a way that last in employees' thinking and conduct well beyond his presentation. The Purple Approach is what every organization needs on an ongoing basis."*

**What's The Mission Keynote** is a 45-60 minute presentation on how to engage your team and improve performance by using the most powerful tools an organization has: The Mission Statement and Core Values. Your team will leave understanding your Mission Statement and Core Values. They will be fired up about the organization moving toward accomplishing the Mission.



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.

