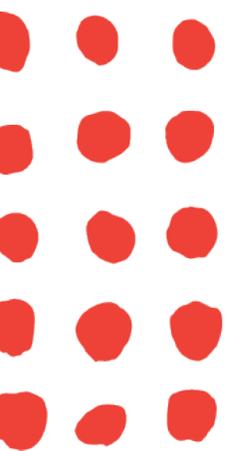




Strategy | Communications | Consulting

Purpose Drives Organizational Culture *Workbook*



Personal Purpose + Company Culture

Our personal purpose and desires drive us to be engaged and awesome employees in the organizations where we serve. Fulfillment in our work, and our lives for that matter, begins with knowing more about ourselves; who we are, what we love doing, who we love being around. We then match those skill sets and needs with an organizational culture that we can thrive in. This worksheet is designed to help facilitate that.

Personal Advocate Profile Exercises:

My Needs:

What do you need - from your organization and in everyday life? What do you need to be a healthy and engaged member of your organization? List your top 3.

1. _____
2. _____
3. _____

My Frustrations:

What gets in the way of you being fully engaged and immersed in your purpose? Everyday struggles? Big-picture worries down to small issues and concerns? List your top 3.

1. _____
 2. _____
 3. _____
-

My Principles:

Principles guide us. These are the core values that guide you and your family. Many times these are the things that are important to us and matter most.

Exercise: Choose your top 5 from the list or write in your own.

- | | | | |
|-------------------------------------|--|-----------------------------------|---------------------------------|
| <input type="checkbox"/> Trust | <input type="checkbox"/> Money | <input type="checkbox"/> Passion | <input type="checkbox"/> Impact |
| <input type="checkbox"/> Fun | <input type="checkbox"/> Determination | <input type="checkbox"/> Honesty | <input type="checkbox"/> _____ |
| <input type="checkbox"/> Integrity | <input type="checkbox"/> Family | <input type="checkbox"/> Purpose | <input type="checkbox"/> _____ |
| <input type="checkbox"/> Faith | <input type="checkbox"/> Teamwork | <input type="checkbox"/> Fairness | <input type="checkbox"/> _____ |
| <input type="checkbox"/> Growth | <input type="checkbox"/> Balance | <input type="checkbox"/> Creative | <input type="checkbox"/> _____ |
| <input type="checkbox"/> Generosity | <input type="checkbox"/> Harmony | <input type="checkbox"/> Wisdom | <input type="checkbox"/> _____ |
-

My Purpose:

Purpose connects us. Think of this as, "your why". What are your core passions and the things that get you most excited?

Exercise: Write a personal purpose statement (no more than 3 sentences) that incorporates two or three themes that you feel emerged in your needs and frustrations and uses 3 of your core principles.



My Pay Off:

What's on the line here? A pay-off is what you may be striving for, or the result of your connected purpose and principles. What's in it for you?

Who You Work With:

Think of the best teams you have ever been part of, professionally and personally. What characteristics made them fantastic? Who you work with is key to how you connect to a company and generally how happy and engaged you are at your work. The right team can truly change your engagement.

5 Positive:

5 Negative — not so good:

Who You Work For:

Think of the best bosses you have ever had. What characteristics made them so great? Who you work for is key to thriving in any organization. Your direct supervisor has more impact on your attitude than you think. The right one helps you grow, the wrong one can be detrimental. The right manager can truly change your outlook.

5 Positive:

5 Negative — not so good:

People drive culture, culture drives organizations. People being fully connected and engaged can truly change the world. Want to keep being inspired? We'd love for you to stay connected with us as we explore impact.



Communication + Culture

Communicating well is a real need in our world today. Taking an intentional approach to healthy communication practices can help every organization, team and individual. Healthy communication practices contribute to increased connectivity, better results, happier teams and improved culture.

1. Be Known

Being truly known in your organization is key to feeling connected and fulfilled. Great organizations and great teams have bridged the gap that used to exist between being all business and too personal. You need the right amount of both. Connecting personally with people on your team, on other teams and across the organization is paramount.

Exercise: Make a list of people you need to personally connect with and how you plan to connect. Remember—what gets scheduled gets done.

NAME	COFFEE/LUNCH/COCKTAILS	BY WHEN

**Relationships
aren't efficient.**

2. Be Consistent

Consistency is key to any great internal communications practice. Stick to a schedule for at least 90 days before changing or adjusting it. Team meetings, company meetings, broadcast internal emails and the rhythms that go with each say a lot about a team or organization. And even more critical is the ability to stay consistent in communication no matter what is going on around you. Consistency anchors the team in solid communication habits.

3. Be Intentional

The way you structure and strategize your meetings, communications, and connections with others shows what we value. It's crucial to make sure our rhythms are always intentionally driving toward your organization's most deeply held values.

Exercise: Fill in examples of meetings or events that your team/organization needs to enhance.

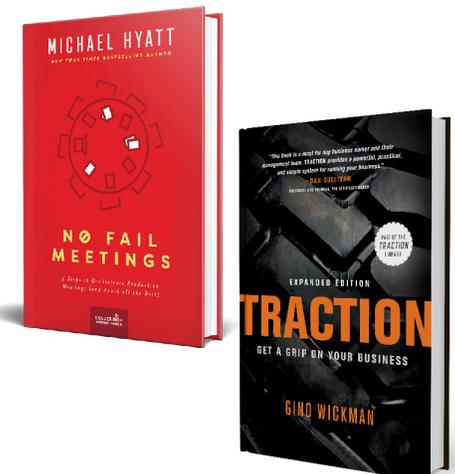
Weekly/Regular Meeting (*No Fail Meetings*): _____

Monthly Connection Plan (*Traction*): _____

Quarterly Connection Plan (*Traction*): _____

Yearly Connection Plan (*Traction*): _____

Resource:



4. Be Forward

Every team and organization is made up of people. With people comes conflict, and how you deal with that conflict points to your values as an organization. The best teams and organizations confront conflict head-on in healthy ways. Avoiding crucial conversations only inhibits your ability to perform and limits your fulfillment as a team member.

Exercise (use the FETCH method to hold a crucial conversation):

1. LET THEM KNOW I AM "FOR" THEM
2. STATE THE PROBLEM
3. OWN MY PART
4. HEAR THEIR SIDE
Deal with diversion (e.g. "let me get back to...")
5. REQUEST SPECIFICALLY WHAT I WANT
Be hard on the issue and soft on the person
6. GIVE CONSEQUENCES, IF NEEDED
7. REITERATE THAT I AM "FOR" THEM
Grace leaves quickly
8. CHECK BACK IN WITH THEM WITHIN 24 HOURS

Resource: FETCH: Frustration Elimination Through Conversation that's Healthy



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5. Be Focused

Too many times we think we're heading up the same "hill," only to find that we never agreed on where we were trying to go. Even worse, we may have missed a chance to celebrate the win once we got there. A focused, tangible goal catalyzes a team and organization, and it helps us make sure we're all climbing the same "hill" together.

Exercise: Think of a team or committee you're on where you could help define success. Tie your definition to company values and describe what happens when you win.

1. Define success: _____

2. How will you tie values/principles to team/organization goals? _____

3. How will you celebrate wins?

Individually: _____

Team/Organization: _____

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