

## HOW MISSION DRIVEN ORGANIZATIONS BEAT THE COMPETITION

In 1962, a janitor at NASA was mopping the floors during his regular shift. President Kennedy happened to be visiting that day. The President stopped and asked the janitor what he was doing. He replied, "helping to put a man on the moon."

Articulating and communicating your organization's purpose means understanding the essence of why it exists. Embedding the purpose into the entire organization is critical to the organization's overall effectiveness and productivity. Great companies need goals and a grand vision. Too often, companies have vision or mission statements laden with jargon and devoid of meaning. This signals a lack of purpose.

## COMPANIES LACKING MISSION & PURPOSE FACE MULTIPLE ISSUES



LACK OF PRODUCTIVITY AND OWNERSHIP



LACK OF LOYALTY



LACK OF FUEL AND PASSION TO MEET GOALS

% WHO IDENTIFY WITH THE COMPANY'S PURPOSE

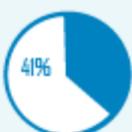


THE LEADER



THE TEAM

% WHO BELIEVE THAT PURPOSE IMPACTS BUSINESS DECISIONS

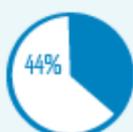


THE LEADER



THE TEAM

% WHO ARE LIVING THE COMPANY'S PURPOSE



THE LEADER

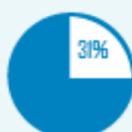


THE TEAM

% WHO BELIEVE THAT PURPOSE IS CLEARLY COMMUNICATED



THE LEADER



THE TEAM

SOURCE: GALLUP

## DISCOVER YOUR ORGANIZATION'S PURPOSE

1 It all begins with you. What inspired you to be on this chosen path?



2 Who is the target persona(s) and what is an achievable end experience?



3 The purpose combines you, your vision and the promise of your organization.



4 Once your purpose is defined, a baseline narrative can be built.



PURPOSE

## IMPLEMENT IT ACROSS SALES AND DIGITAL MARKETING CHANNELS

Your purpose will be at the heart of the core narrative for your company. Use the rich content from your company's narratives as a powerful and limitless resource for micro-content for sales, presentations, social media campaigns and websites.



**TIP:** Be sure to also capture the narratives from each of your teammates. Understanding your team's narratives will help keep everyone in alignment with the organization's purpose.

## CHECK ALL THAT APPLY: "OUR PURPOSE AND NARRATIVES ARE ..."

### A-Z Elements for Effective Communications



## ! A MISSION PUT A MAN ON THE MOON. WHAT CAN A MISSION DO FOR YOU?

### SOURCES

Gallup - Why Your Company Must Be Mission Driven  
Gallup

How a Sense of Purpose, Boosts Engagement  
by Adam Vaccaro

Entre-SLAM, LLC

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