



THE DNA OF A BUSINESS

- I. **Purpose:** Answers the question, Why am I here? Why do we exist? Purpose focuses and sets boundaries for the team.

An effective **Purpose Statement** should:

- Be simple, concise, compelling, memorable
- Be one well-crafted sentence
- Fit on the back of a business card

Purpose Draft ideas:

- II. **Values:** Core convictions regarding truth that determine behaviors

We say what we believe, but we do what we value.

Values lived out over time create the culture of your company.

Long term fit on a team more about shared values, than shared vision.

Values Brainstorming

- 1
- 2
- 3
- 4
- 5



III. Vision:

*“Good business leaders **CREATE** a vision, **ARTICULATE** the vision, passionately **OWN** the vision, and relentlessly **DRIVE** it to completion.”*

- Jack Welch

- Collaboratively created, listen to all players, input precedes buy-in.
- You must dream big to inspire, but do not create delusional fantasies.
- Weave in strategic measurable goals with intangible cultural story telling.
- Hands and feet follow the heart, and appeal to the heart first.
- Do not make it all about money.

Tangible, Measurable Goals	Intangibles, look, feel, attitude, etc.
Tell the Story:	