

Ep 33: 4 Steps to Building a Company Mission that Leads to Business Success

Focus on the right people, the right blueprint and the right process and the money will come



- Wca|ā : ^Ác@^Á]æ••ā []Á [-Ác@^Á- [~ } ā^!Ác [Áæ } • , ^!Ác@^Á ~ ^•cā []ÉÁÄ Y @ ^ÁCE!^Á Y ^ÁP!^ÁÑÄ.
 - Ô [] • ā^!KÁ Y @æcÁ , æ•Ác@^Áā {] ^c ~ • Á- [!Á•cæ!cā } *Ác@^Áā ~ • ā } ^••ÑÁ Y @æcÁā • Áā } ÁcÁ- [!Á ^ {] [^ ^•ÉÁ&|j^ } c•Áæ } āÁc@^Á^ } āÁ& [] • ~ { ^!ÑÁ Y @æcÁā • Ác@^Á^ { [cā [] æ|Áā {] æ&cÁ ~ [~ Á] |æ } Á c [Á @æÇ^Á [] Á|ā-^Ñ
 - T@^Á { ā••ā [] Á•@ [~ |āÁ^!Á&|^æ! ^Á•cæc^āÁ• ~ &@Ác@æcÁ ^ [] |^Áæ!^Áā { { ^āāæc^! ^Á& [{] ^||^āÁ c [Áā^ÁæÁ] æ!cÁ [-Áác.
 - CE}Áā } •] ā!^āÁ , [!\ - [!&^Á , ā|Á , [!\ \ { [!^Áāā|j^*^ } c| ^Ác [, æ!ā•Áā ~ • ā } ^••Á* [æ|•É
- Only hire people that share your common values and are committed to the mission.
 - Hire based on cultural fit and a desire to learn and grow. It is essential to your mission to have the right culture to support it.
 - Take the time to find the right people. Hires that are the wrong fit can be detrimental to your mission. If you need someone immediately, out-source.
- Tie business performance and employee performance directly to the mission.
 -
- Be kind, but firm, and then move on.
 - Be human. You don't need to be overly direct and tough.
 - Be careful of the feedback sandwich (nice-negative-nice). People often miss the feedback in hearing what they want to hear.
 - Provide next-steps and closure. Then move on.

Areas to address immediately are:

1. _____
2. _____
3. _____

Action Plan:

Action	Timing	Progress	Complete