

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

- Utilize the passion of the founder to answer the question, "Why Are We Here?".
 - Consider: What was the impetus for starting the business? What is in it for employees, clients and the end consumer? What is the emotional impact you plan to have on life?
 - The mission should be clearly stated such that people are immediately compelled to be a part of it.
 - An inspired workforce united behind a mission will work more diligently towards business goals.
- 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.
 - The mission is the north star. If everyone is focused on the mission, the money will follow. This is because decisions are made more strategically with the mission's impact in mind.
 - When an individual's rewards and recognition is tied to the mission, it creates clarity and focus on delivering something bigger than oneself.
- Hold your clients accountable to your mission.
 - The biggest way to undermine your mission and the culture behind it is to bring on clients whose mission and culture conflict with yours in a detrimental way.
 - It could be tempting to bring on these clients but the cost of it...unhappy and unmotivated employees, lack of trust in leadership and their commitment to the mission...may not be worth it.

Areas to address immediately are:

1. _____

2. _____

3. _____

Action Plan:

Action	Timing	Progress	Complete