

SCOTT DEMING

The ValYOUable Organization – Powered by Purpose

Most companies have a mission statement, but it's merely a well written paragraph, mounted on the wall of the conference room and visible on the company website.

Most companies have a mission statement, but very few organizations live that mission statement, because it was written by a few people at the top who thought the words would resonate with their customers, with very little thought put into where the words came from.

In this dynamic leadership and teamwork driven program, based on Scott Deming's second book – "Powered by Purpose" he challenges his audience to understand your values and where those values came from, and how those values dictate your decisions and drive you to your purpose. Next, he shows the process for surrounding yourself with people who share your values and desire your purpose. This does not mean to surround yourself with yes men and yes women. In fact, Scott discusses the importance of tossing out ego and welcoming healthy debate and contrary ideas.

Case studies will be discussed and proof will be shown, that companies without a purpose driven and value oriented culture cannot survive in a world where people are seeking meaningful interactions and trusting relationships.

- Define your values
- Understand where those values came from
- Write a mission statement based on your values
- Discuss the difference between functional purpose and mission purpose
- How do we stay true to our values in the face of temptation or profit
- Recognizing employees and colleagues who's values are either aligned with our values or out of alignment with our values