

*Organizational Communication: How to Ensure
Your Mission is Communicated Throughout
Your Organization*

Presented by
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Your Credit Union Partner



**Step 1: A Compelling Vision
to Drive Mission...**



START WITH WHY

Simon Sinek
www.startwithwhy.com

TED TALK

People don't buy WHAT you do, they buy WHY you do it.

DO BUSINESS with people who believe what you believe

IT LINKS DIRECTLY to how our BRAIN works

FEW PEOPLE or ORGANISATIONS KNOW WHY they do what they do.

INSPIRED leaders and organisations communicate from the INSIDE OUT

WE KNOW HOW we do it

WE KNOW WHAT we do...

MARTIN LUTHER KING

by www.lynneczaly.com

The GOLDEN circle

WHY (limbic brain)
HOW (neocortex)
WHAT (neocortex)

LAW of DIFFUSION of INNOVATION

CROSSING the CHASM

2.5	13.5	34	34	16
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Why should anyone CARE?

- All the great leaders and organisations communicate the same way...
- It's the WORLD'S simplest idea
- YOUR PURPOSE (not PROFIT)
- YOUR CAUSE
- YOUR BELIEF

Iconic Visions













Iconic Visions

Does your organization have a worthy vision?

- Is it big enough to motivate?
- Does it inspire others?
- Is it relevant and encourage others to act?



Iconic Visions

- It's harder to get your people *mission* focused when the *vision* behind it isn't perceived as relevant or inspiring.
- People will give blood, sweat and tears (*mission*) for something they believe in.



Step 2: Inspire Shared Vision



Inspire Commitment

- Inspiring commitment is critical
- Anyone with power can **command** commitment. A leader, however, **inspires** commitment.



“The Credit Union Movement... It is a great movement, worthy of great deeds, deserving of great loyalty.”

– Edward Filene, founded the first credit union in the U.S.



Inspire Commitment

Through their magnetism and quiet persuasion, **great leaders** enlist others in their dreams. They breathe life into their visions and get people to see exciting possibilities for the future.



Create Ownership

- Make sure employees **have a say** in how the work (mission) should be accomplished.
- When colleagues clearly **understand their purpose**/role in the endeavor, they are more likely to make a greater commitment to the job.



Create Ownership

" Around here, people...."

Score	Question
	1. Act in a trustworthy and trusting manner
	2. Ask others for help and assistance when needed
	3. Treat others with dignity and respect
	4. Talk openly about their feelings
	5. Listen attentively to the opinions of others
	6. Express clarity about the groups goals
	7. Make personal sacrifices to meet a larger group goal
	8. Can rely on each other
	9. Pitch in to help when others are busy or running behind
	10. Give credit to others for their contributions
	11. Interact with each others on a regular basis
	12. Treat every relationship as if it will last for a lifetime, even if it wont
	13. Make it their business to introduce their colleagues to people who can help them succeed
	14. Freely pass along information that might be useful to others
	15. Relate well to people of diverse backgrounds and interest

Do you have a culture
to support your vision
and mission?



Create Ownership



Step 3: Enable Action



Enable Action

Great leaders *foster collaboration* and *build spirited teams*. They actively *involve others*. Leaders understand that *mutual respect is what sustains extraordinary efforts*; they strive to create an atmosphere of *trust and human dignity*. They *strengthen others*, making each person feel capable and powerful.



Practice Accountability

- A culture of accountability **encourages** teamwork, reciprocity, and a willingness to cover for each other.
- When colleagues realize that as a team everyone's contributions are important, knowledge gets shared, confidence increases, and **everybody wins**



Why it matters

It's a competitive world out there.

Excellence will only be achieved by organizations that have **meaningful visions** and the skilled teams that are **committed to the mission**.





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