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

Presented by

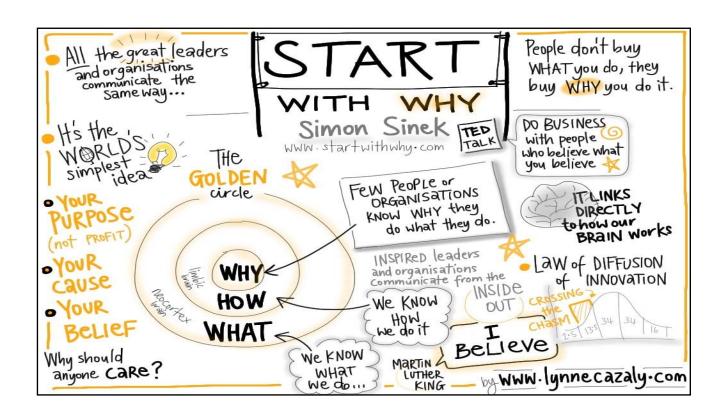
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Step 1: A Compelling Vision to Drive Mission...







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 it
	12 Make it their buriness to introduce their collectures to poor

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



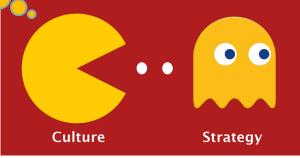
13. Make it their business to introduce their colleagues to people who can help them succeed
14. Freely pass along information that might be useful to others

15. Relate well to people of diverse backgrounds and interest



Remember...

Organizational culture eats strategy for breakfast, lunch and dinner





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

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Why it matters

CONFLICT

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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