

Winning with Passion, Productivity and Execution Management

To BE or Not to BE? That REALLY IS the Question

By: Debbie Forcier-Lynn



*Create the **Experience** and **Orchestrate™** your life and the career you
have always desired from the inside out!*

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It's Simple – and Easier than you think...

I believe WE ARE ALL LEADERS; so this e-book has been designed for EVERYONE that desires to inspire and lead. Whether you are the leader of a multi-billion dollar organization or the leader of your own life, we all have desires and dreams that we want to create and see fulfilled. For the sake of this book, let's apply the word "organization" to an actual company OR to your own personal life. Either will work as YOU CHOOSE to CREATE the LIFE you LOVE!

You CAN do this – and I'm going to show you how!

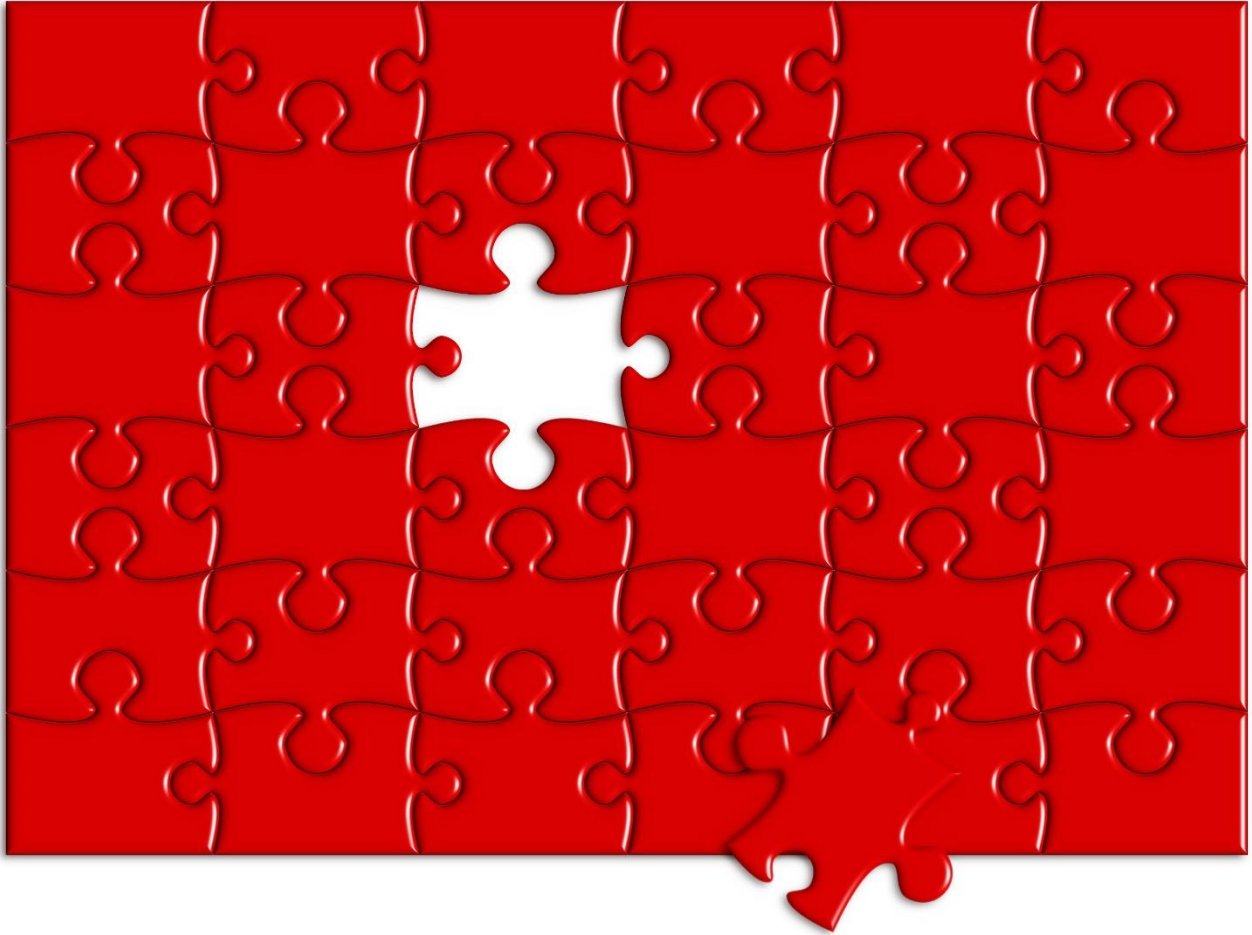
While most organizations have a Mission and some have both a Vision and Mission; what in this title carries an organization where they want to go? I believe it is Passion. Productivity without passion results in disengagement, leaving it impossible to effectively manage the execution of what must be done for expansion and success.

In my years of experience, I have never met a leader that would say, "I do not want a passionate team". On the contrary, all leaders that I have met actually desire a passionate, productive team that is fully engaged and excited to be in the work place. For the most part, it is fair to say that we all want to be surrounded by passion, desire, peace and joy. We all want to feel and KNOW we are successful.

I have never met a leader that would say, 'I do not want a passionate, team'



So why do we still have a 70+% disengagement rate in our workforce according to Gallop Poll? I have actually asked myself if this was a mere reflection of overall "life" disengagement.

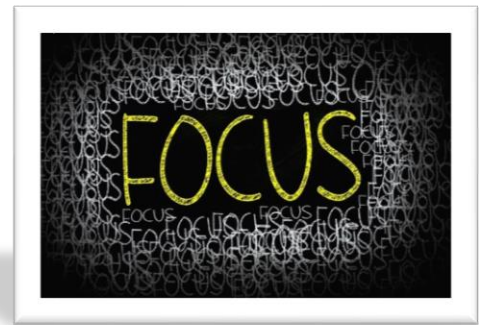


Often times, it is actually the “simple” steps that are often overlooked. These steps, though simplistic in nature, are often the ones that create the gaps of disconnect due to the lack of buy-in and focus required for successful alignment as well as the accountability or execution management of what is being sought or measured.

While many have figured out how to drive their lives and companies forward, there are still thousands, even millions that have never tapped into the “power” of what establishing **alignment** and overall **engagement** can do. Usually what is found are mere words that look good on paper or in theory, yet there is a vast disconnect from the reality of what the words mean and “look like” to you and to others or to the one that has been employed with the task to carry out this Vision and Mission.

This disconnect has often gone on and created a “gap” and possibly “hardness” to those again exploring the power of transformation that seems to have eluded all other implemented plans. I am here to say, because you are reading this right now and finding this experience at this very moment—

Transformation has NOT eluded you; you have been on the correct path to infuse the POWER of FOCUS, the POWER of ENERGY into transforming your life and beyond that, transforming the lives of those around you and within organizations.



As you have probably heard, “Organizations or Things do not change, PEOPLE DO”. So let me say, in the process of change I invite you to **be present in the CHANGE** by asking yourself, “What will you do differently at this moment to move toward the transformation you desire to see?” Once you determine what you will do differently, DO IT! Now is the time for you to STOP, STEP-IN, STAY and do the work.



What do I mean by that?

•**STOP**—To recognize and validate “What” IS working for you and “What” IS NOT. STOP beating yourself up or asking yourself, “What else can I do?” Recognize that you have made NO mistakes and that you are ready to create your next steps.

•**STEP-IN**—To fully “step-in” to what is working and let go of what is not. This is where commitment and courage show up to take their place within you. Are you committed to the process of expansion and do you have the courage to “DO” what the process entails? Believe it or not, self-awareness will be your truest friend from here forward if you will allow it. True value-based transformation is “not” taught in traditional schools; it is taught through experience.

•**STAY**—This is where you will meet “Awareness”. Your self-awareness will align within you and once you are able to do this, you will be able to create a foundation that those around you can align with. Awareness is your Power, it gives the ability to choose. I like to say, “Awareness cannot be taught only experienced.” It is “IN” the STAY-ing that awareness reveals itself.



‘How do you take your Vision and/or Mission and drive them down so that you have a tangible measurable path to the DESIRED DESTINATION that highlights your ARRIVAL?’...

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- This image shows a vertical rectangular sheet of white paper with horizontal grey ruling lines. The lines are evenly spaced and run across the width of the page. There are approximately 20 lines visible. The paper has a slight shadow on its right side, suggesting it is resting on a surface.

[illegible][illegible]

What is a Vision Statement

A Vision Statement:

- *Defines the desired optimal future placement or state of what you want to achieve. This is your mental picture of where you are going over time.*
 - *Provides guidance and inspiration as to what you are focused on achieving in five, ten, or more years.*
 - *Functions as the "guiding light" or "north star". It is what you, or all employees understand their work every day ultimately contributes towards accomplishing over the long term.*
 - *Is written succinctly in an inspirational, tangible and doable manner that makes it easy for all employees to repeat it at any given time.*
- So we can agree that **Vision is an overall desired destination and/or direction.**

•Examples of Vision Statements:

- *To have a life that displays EASE, "not always easy", yet in all things a peace in KNOWING that I am on the direction of Peace and Acceptance as I AM mindful to experience each POWER-FULL moment and what it has for me.*
- *Be the safest, most customer focused and successful transportation company in the world (Norfolk Southern)*
- *To be the preeminent publisher and provider of self-improvement resources that inspires and empowers individuals to lead the lives they most desire (Nightingale Publishers)*

•Awareness Questions:

1. How do you know you have the correct/doable destination?
2. What gets you to this Vision?
3. When will you know you have arrived?

As you take a moment, ponder these questions for your answers. Then look at what a Mission statement brings to the Vision.





What is a Mission Statement

•A Mission statement:

- *Defines your present state or purpose.*
- *Fulfills the long-term vision with short-term steps. STOP and recognize: If what you are doing does not fulfill the overall vision, then know your mission is not being valued or honored.*
- *Answers three questions about why an organization (or you) exists.*

•**WHAT** is it doing?

WHO is it doing it for?

HOW does it carry out the “doing”?

- *Is written succinctly in the form of a sentence or two, but for a shorter time frame (one to three years) than a Vision statement.*
- *Is something that you and/or all employees should be able to articulate upon request.*

Sometimes you may refine a Mission statement based on social or economic changes or unexpected realities and responses from outside forces. Actually, this IS and should be expected because this can be a basic measure that transformation is happening.

•Example of Mission Statements:

- *To develop and provide - to BE and GIVE positive energy that supports engagement and expansion.*
- *To promote and develop the growth of tennis. (The United States Tennis Association)*
- *To organize the world's information and make it universally accessible and useful. (Google)*

Now that we have defined **Vision as an overall desired destination and/or direction.**

In staying with our “Destination” theme, let's define **Mission as the Vehicle that transports you to THE Destination.**

Awareness Questions:

1. How will you know you have the correct vehicle to get you to your destination?
2. How will you know you have the engine/motor to get you there?
3. How will you know you are there?



After you have established alignment with your Vision and Mission, let's move to the next step that is often overlooked, but vital to the next level of foundational growth and expansion. Define the difference between Initiatives and Goals. Often interchangeable yet, if one does not spend the time to digest the difference and set up the parameters to measure the difference, you can be left frustrated or even closed to the fact that this is a valuable step in creating your desired environment.

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Initiatives have two distinct levels. Both levels are valuable and should have equal focus for their appropriate roles. **Strategic Initiatives** are usually the upper or for an organizations “C-Level based”. These are the initiatives that come from the top down. They are year-long initiatives that everyone or everything will be involved in accomplishing. You should be able to have fun and incorporate your passion at this level to support the overall Vision and Mission.

HOW you do this IS the next level that I will call, **Growth Initiatives**.

This level is very important because this is related to each person, group or department answering this: What are the top 4-5 things that I or we can do to “grow” the organization from the Strategic Initiatives in relation to our department?



Examples of :

Strategic Initiatives:

- *To partner with like-minded collaborators to infuse and strengthen our creativity to develop events and opportunities with the intent of bringing “people together”. To double the number of leaders who have completed our Level Three Leadership program and are ready to take on new assignments.*
- *To raise the level of execution excellence so that the number of error rates fall to less than one per thousand.*
- *To train everyone in every department in effective customer service skills so that every customer has a more positive experience regardless of whom they’re interacting with from our company.*

Growth Initiatives:

- *To meet 1-2 new people each week that I can fully connect with to help people and make a difference*
- *To add five new joint venture partners by September 30th.*
- *To open an office in Shanghai by July 31st.*
- *To complete a merger or acquisition by December 31st.*
- *To create a strategic partnership with Apple by May 30th.*
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Goals are our Map

Now that we have our destination, our vehicle and our driver, what about our map and directions with our time of arrival displayed clearly? This is where goals come into play. I like to say here: this should be very short, simple and avoid the common mistake of over complicating it.



•Examples of Goals:

- *Personal: Run a 5K by ____ Walk 1mile by____ , decrease debt by ____ add ____ into savings by... etc.*
- *To generate \$5.7M by 12/31*
- *To raise our customer service rating to 4.75 by 9/30*
- *To raise our profit margin from 30% to 35%by 12/31*

Awareness Questions:

1. How will you know you have the correct location plugged in?
2. If a wrong turn is made, how will you get back on track?
3. How will you know you are there?

Finally, in keeping with our theme:

- We have our Destination determined – [Our Vision](#)
- We have selected our mode of transportation – [Our Mission](#)
- We have employed our very capable Driver – [Our Initiatives](#)
- Our Driver is equipped with the Map/Directions and Expected Time of Arrival – [Our Goals](#)

Now let me ask, ‘**What FUEL are you putting in the tank?**’

Where are you getting your fuel? Be very careful, your fuel must be the best purest fuel that gives you the high performance you need from your engine. ***Contamination will derail your determined arrival.***

Core Values/Behaviors: ARE the Fuel of Passion, High Performance and Results Values are the foundational beliefs that define how you ARE and how you want to BE. These are carried out in actions and behaviors. What will determine if they are failing, meeting or exceeding what is required for the journey. Values create the culture

for you personally and/or for any organization. They should not be extreme or exhaustive, nor can they be a copy of another company. Values are unique to your desired environment and must be created and defined by the Leader or Leadership Team.

•While integrity, trust, honesty, etc. are good core values, no value should appear on your list unless you believe they **MUST** and **ARE** defined in measurable actions. To keep it very simple, I recommend no more than 5-8 core values. Too many make it difficult for people to remember and put into action.

You are headed on a transformational road trip...

What Have you “BEEN” Driving?



What Do You “WANT” to Drive?



•Examples of Core Values:

- *Excellence* – To do the best we can, with the resources we have, in the amount of time we have to do the tasks we are assigned.
- *Community* — Connecting and engaging with others, taking the time to invest into them either in word, smile or just in presence. In the moment to make a difference, regardless of where I am and WHO I am talking to, giving my energy, or GIVING ME.
- *Fun* —You respect other team members and understand that fun and a little weirdness keeps things exciting. You contribute to making the office environment attractive to come to work each day. You help make our culture magnetic and exciting.
- *Development* — You are a lifetime learner and understand the need to keep current in industry by educating yourself appropriately.
- *Communication* — Clearly, tell it like it is. You take initiative to make sure everyone involved is totally aware of anything pertinent to the team, the project or the customer. Create and be accepting of an environment where healthy conversations and conflict are welcome. Be vulnerable.



Expert Tip:

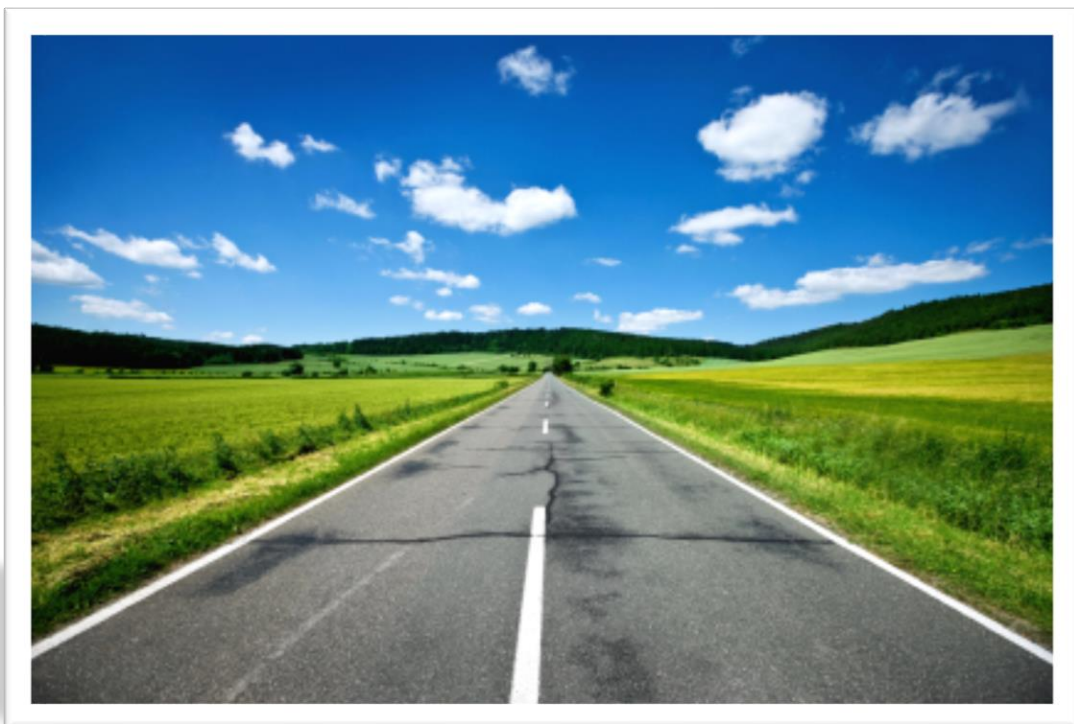
If you do not know where
you are going and how
you want to get there and
where you want to stay...

Then someone else will
determine it for you...



There are many tools for you to build and create “your ride”. The focus is a strategy that will give you the results you desire. You can be looked at and admired for the environment and or life that you have always known was there, yet just out of reach. Are you ready to stop reaching and start measuring tangibly for what is reachable?

Are you ready to DO what it takes with COMMITMENT and COURAGE to create engagement and expansion?



Create Experience and Orchestrate™ your life!

STOP, STEP-IN and STAY to:

- **BE the CEO** you have been looking for
- **BE the CEO** those around you have been waiting for



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