

## Building a Healthy Company

### Lesson 3-2: Compelling Vision and Purpose

#### Discussion Guide – Confidentiality Reminder

#### One Word Check-in

#### Update – Personal, Business, Leadership

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*“Jesus, undeterred, went right ahead and gave his charge: ‘God authorized and commanded me to commission you: Go out and train everyone you meet, far and near, in this way of life, marking them by baptism in the threefold name: Father, Son, and Holy Spirit. Then instruct them in the practice of all I have commanded you. I’ll be with you as you do this, day after day after day, right up to the end of the age.’” Matthew 28:18-20 (MSG)*

**A company’s vision and purpose are important internally and externally.** Vision and purpose define why your company exists and provides a message of hope and unity. Simon Sinek says it is your “why.” Sinek says this is not what you do or how you do it, but why your company exists. It is a statement that inspires staff to come to work every day and customers to use its products, which builds customer loyalty.

**A vision tugs at your heart and your feelings.** It is beyond just thinking. It emotionally engages you and inspires you. A vision statement should be simple and memorable.

**A compelling vision brings unity.** There must be a unity of purpose if an organization is to be successful. The better the unity, the higher the potential to have a committed workforce where egos are put on a shelf and working with others is highly valued. This also means that there is opportunity for everyone to grow to their potential.

**Vision must be continually communicated and lived** by its CEO and company leaders. Vision should direct every decision made. Staff will know the company’s vision is lived out if leadership’s words and actions align with the vision. If a vision is lived properly, it builds trust internally, which builds trust externally. A company and its leadership must apply the vision to create an engaged staff and leadership compensation program, rather than one based solely on arbitrary financial incentives.

**A compelling vision statement focuses on the long-term not the short-term.** In today’s world there is tremendous short-term thinking. Publicly traded companies focus on quarter-to-quarter financial results because that is what investors focus on. Our society thinks in terms of immediate gratification. It takes great discipline to focus on long-term value for people and investors.

#### **Actions that destroy a compelling vision:**

- Leader’s actions do not match the vision
- People are not treated with respect
- Unreasonable demands are placed on people
- An authoritarian structure rather than empowering leadership
- People are not listened to
- People are not bought into the vision

#### **Shared Experiences:**

- Can someone share how your company communicates its vision? What does this say to you?
- Have you ever had an altruistic vision statement inspire or not inspire you to join a company? What was the result?
- Can you share a time when your company’s vision statement was more than just words on paper? Why did you feel this way?
- If you are a team member in a larger organization, how might you develop a vision statement for your team?

**Bottom line:** Vision of an organization must be timeless and inspiring to people inside and outside the organization. It sets a clear direction forward. Jesus articulated the power of a vision 2,000 years ago and it is as relevant and inspiring today as it was then.

#### One Word Check-out

**Dig Deeper**

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**Want to learn more?**

- *Video:* [Start with WHY](#) by Simon Sinek in Vegas with IDLife NYC
- *Book:* [Find Your Why: A Practical Guide for Discovering Purpose for You and Your Team](#) by Simon Sinek with David Meade and Peter Docker. This is an excellent resource that gives practical advice on how to develop your “why.”
- *Article:* [5 Reasons Your Employees Don’t Understand Your Company’s Vision](#) by Sabina Nawaz, Harvard Business Review
- *Article:* [30 Inspiring Billion-Dollar Startup Company Mission Statements](#) by Larry Kim, Inc.com. Does your mission statement define why your company exists?
- *Article:* [In 1 Sentence, Former Labor Secretary Robert Reich Reveals Companies' Community-Building Double-Talk](#) by Jeff Steen, Inc.com. The best CEOs align their mission and vision – one supports the other. According to Reich, however, many vision statements are supplanted by a drive for profit.
- *Book:* [Around the Corner to Around the World: A Dozen Lessons I Learned Running Dunkin Donuts](#) by Robert Rosenberg. Learn twelve key lessons from Dunkin’ Donuts former CEO Robert Rosenberg that offer critical insights and a unique, 360-degree perspective to business leaders and managers on building one of the world’s most recognized brands.

**Creating your vision and purpose statement**

*Additional information from [Find Your Why: A Practical Guide for Discovering Purpose for You and Your Team](#) by Simon Sinek*

This book presents a simple process to find the “why” for a company or an individual. It is suggested that the process should be accomplished in about five hours. You will also need the help of a facilitator that knows you, but it should not be a family member. It is recommended that you purchase the book to fully understand the process, but their organization also conducts workshops to teach the process to others (<https://simonsinek.com>).

**The goal is the complete this sentence:**

To \_\_\_\_\_ (contribution) \_\_\_\_\_ so that  
\_\_\_\_\_ (impact) \_\_\_\_\_.

**Here are some examples using this format:**

- To inspire people to do the things that inspire them so that together, we can change our world (Simon Sinek and his organization)
- To connect and engage so that people feel empowered in their lives
- To hold the space so that together we can find the courage to challenge our boundaries