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*Lead with Purpose — to Lead the Way!*

In the wilderness, a simple tool, like a compass, can be the difference between safety and endless wandering. With magnetic magic, the needle aims the way. Now, each stride has purpose and direction. Leading people and teams is no different. So, what do we use to point our leadership *True* *North*?

Strong and effective leadership is rooted in purpose and principle, which provides us with decision-making direction – a course forward. Purpose-focused statements of *vision, mission, values and guiding principles* become our leadership compass. They drive intent and answer the “Why” – which is vital for employee engagement, alignment, focus and coordinated action.

The challenge is whether these statements are mere words or a call to action that resonates with all employees. Let’s test these statements.

**The Prince Health Purpose Statement Test**

If you can answer, YES to each question, your statements – *vision, mission, values and principles* - are on-target to provide the right direction and action:

**1) “Are they Clear**?” Can the statement be fully understood? Do employees have to think about what the statement means or does the statement immediately inspire emotion and action? Ask employees to review the statements and to provide feedback on their clarity.

**2) “Are they Concise?”** Use simple, action-oriented words. Keep vision and mission statements to a single sentence. Write values & principle statements in bulleted sentences that connect employee action to the your mission & goals.

**3) “Do they move people?”** Purpose-driven statements need to arouse a call to action. They need to be attainable while stretching people to achieve great success. The vision statement should tell people where the organization is heading and the mission states the greater aim for today.

**4) “Do they help leaders make decisions?”** Statements that define values help leaders keep their teams on course. During times of change and uncertainty, leaders rely on these statements to answer the challenging “Why” questions and to help steer direction and set expectations. Schedule a meeting or retreat to renew team commitment to organizational values and principles.

**5) “Are they Integrated?”** Incorporate purpose-driven statements into the performance management process. Evaluate people on exemplifying the values and guiding principles. Provide specific examples when they are living these values and ensure there is frank discussion when they do not. Model it yourself.

***Use this simple five-question test to ensure your purpose-driven statements are clear, concise, move people, help you make sound decisions.***