

# **Strategy**

## **A Compelling Corporate Culture**

**The Soul of Your Organization**



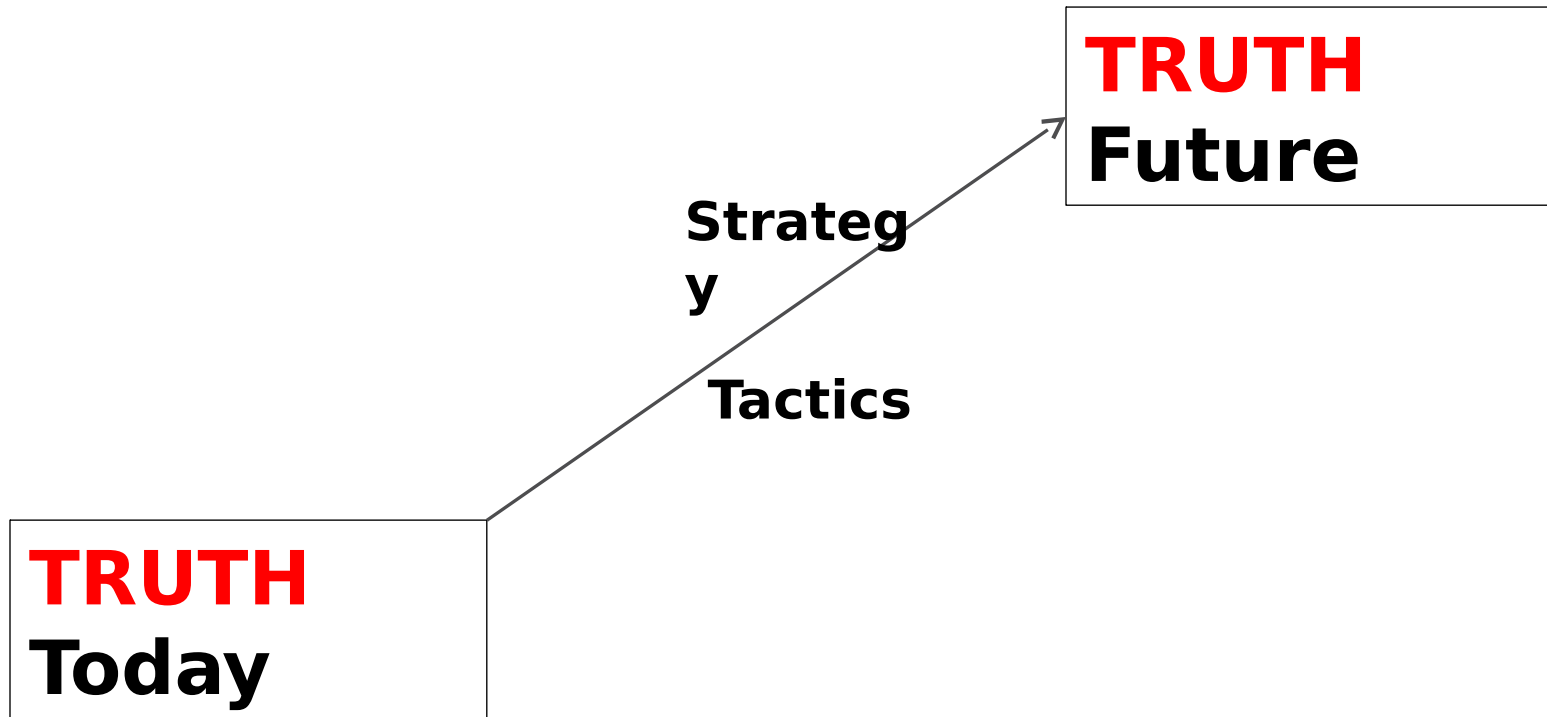
# Survival or Strategic Plan

Which Should Come First?

The Plan!



# 2 TRUTHS





# Your Catalyst

**▲ Start with the 2 TRUTHS (Today and the Future) to empower your chance for SUCCESS!**

# The 2 Truths

- Truth Today
  - Compelling Culture
  - Passionate Purpose
  - Accurate Financial Statements
- Truth Future
  - Heroic Hopes
  - Projections

# Strategic Plan

- Compelling Culture
- Passionate Purpose
- Disruptive Business Model

# A Compelling Culture

## The Soul of Your Organization

- WHO- Identity, History (Story) and
- Priorities
  - Beliefs, build
  - Values, leads to
  - Priorities (4-6 easily remembered and shared), basis for
  - Commitments (to teammates and clients)