

Missional Teams

engage your team, keep top talent, and get stuff done

Danny Porter



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The success of your business is riding on it.



Where we're going

“Start with the end in mind.”

Cost of employee churn

What's missing

Plan

Create your own Mission Statement



50%

of employee's salary

State of retention

Employees who leave, cost money

- Entry Level: 30–50% of annual salary
- Mid Level: 150% of annual salary
- Senior/Professional/Highly Specialized Level: 400% of annual salary.

Example:

Cost

- 2x Entry-Level Employees: Average salary \$40,000 = \$40,000
- 3x Mid Level Employees: Average salary \$70,000 = \$105,000
- 5x Senior Employees: Average salary \$100,000 = \$250,000

\$395,000

When we give our employees a mission, they come to work **with purpose, on purpose, and for a purpose.**

“To create a shopping experience that pleases our customers; a workplace that creates opportunities and a great working environment for our associates; and a business that achieves financial success.”

“To help make every brand more inspiring, and
the world more intelligent.”

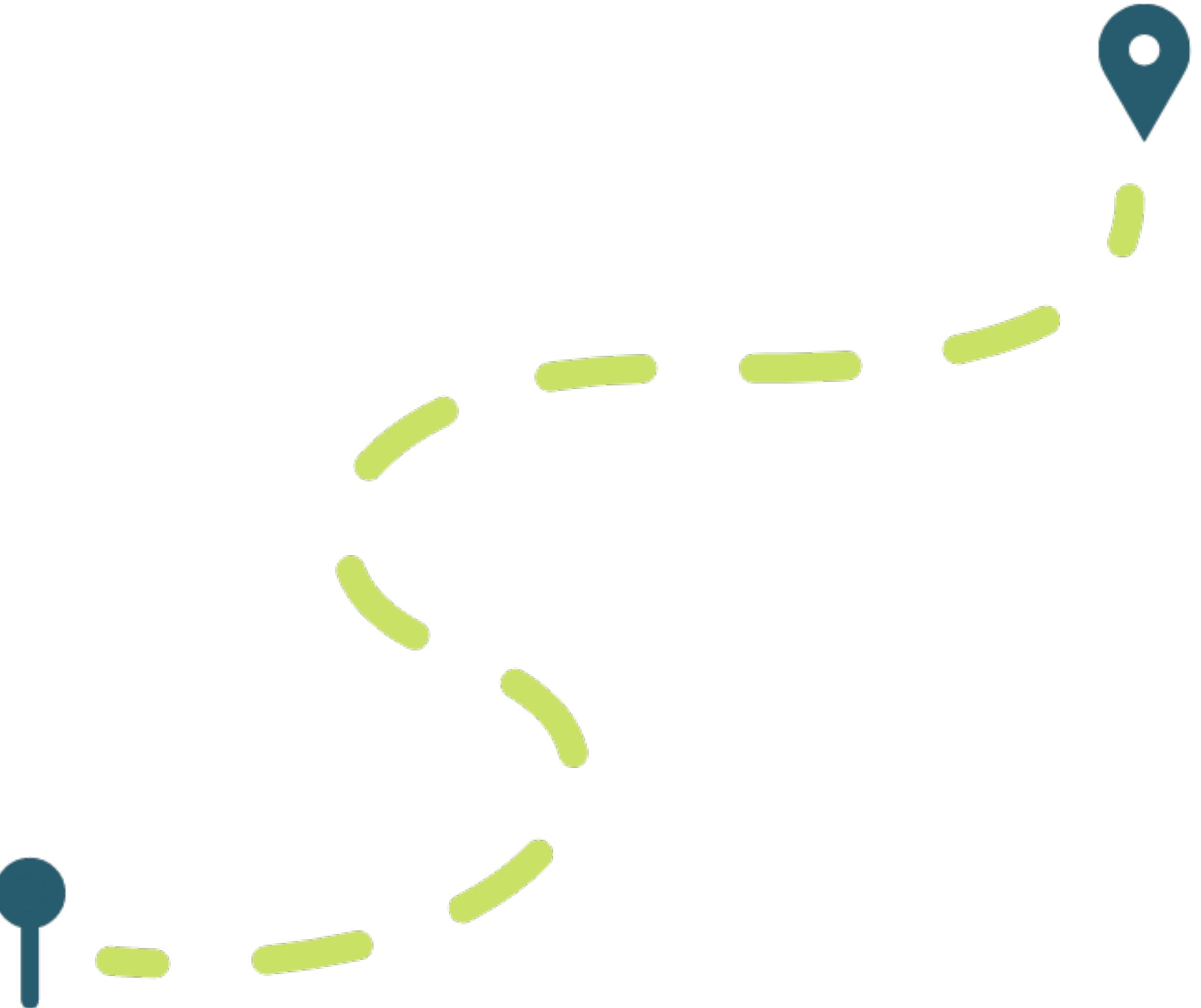
“We are the leader in entertainment & hospitality--
a diverse collection of extraordinary people,
distinctive brands and best in class destinations.”

“Undisputed Marketplace Leadership.”

When teams have a **clear view of success** and **know what is expected of them**, they can help **transform their organization** into a Business on a Mission.

Plan

1. Write it
2. Share it
3. Celebrate it



Mission Statement

- 3 economic goals
- Timeline
- Reason

We will do X
by Y
because of Z.

We will do X...

3 economic goals

- Be specific and measurable
- Drive company revenue
- Drive company profit



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“At Holy Cannoli bakery, we will increase our distribution of baked goods to 50 more coffee shops, 2 more grocery store chains, and 25 more restaurants...”

By Y...

Timeline

- Create a sense of urgency
- 1-2 years
- Celebrate & learn



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“A goal is a dream with a deadline.”

Napoleon Hill

“At Holy Cannoli bakery, we will increase our distribution of baked goods to 50 more coffee shops, 2 more grocery store chains, and 25 more restaurants **by the end of next year...**”

Because of Z...

Give your why

- Turn your economic goals into a true mission
- Counterattack against the injustices in the world
- Purpose



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“At Holy Cannoli bakery, we will increase our distribution of baked goods to 50 more coffee shops, 2 more grocery store chains, and 25 more restaurants by the end of next year **because people deserve to treat themselves and have a new favorite dessert.**”

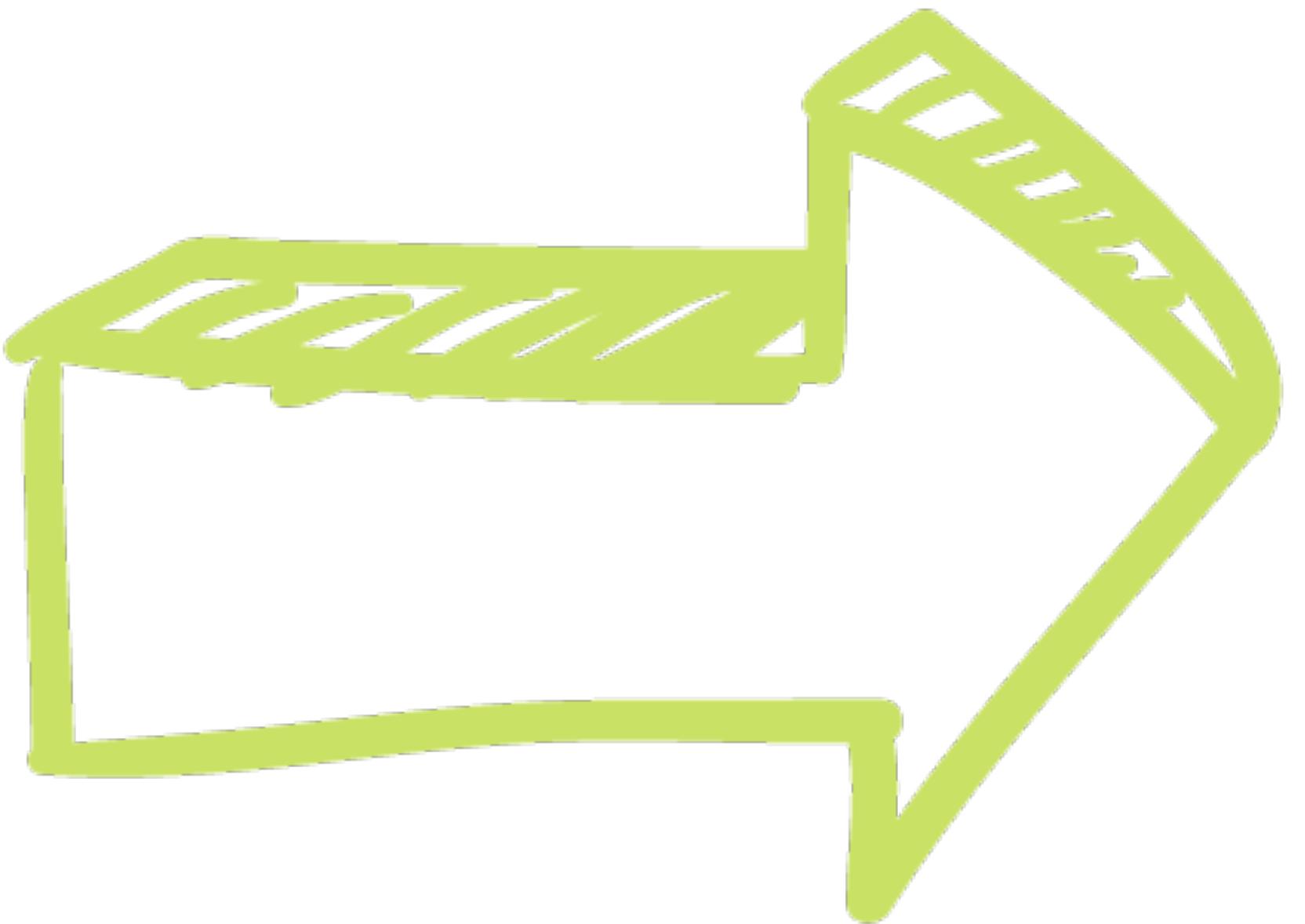
Clarity of purpose, cause or belief is important, but it is equally important that people **hear you**. For a WHY to have the power to move people it must not only be clear, **it must be amplified** to reach enough people to tip the scale.”

Simon Sinek, Start with Why, **emphasis mine**

**A mission statement without
movement leads your business nowhere.**

Now what

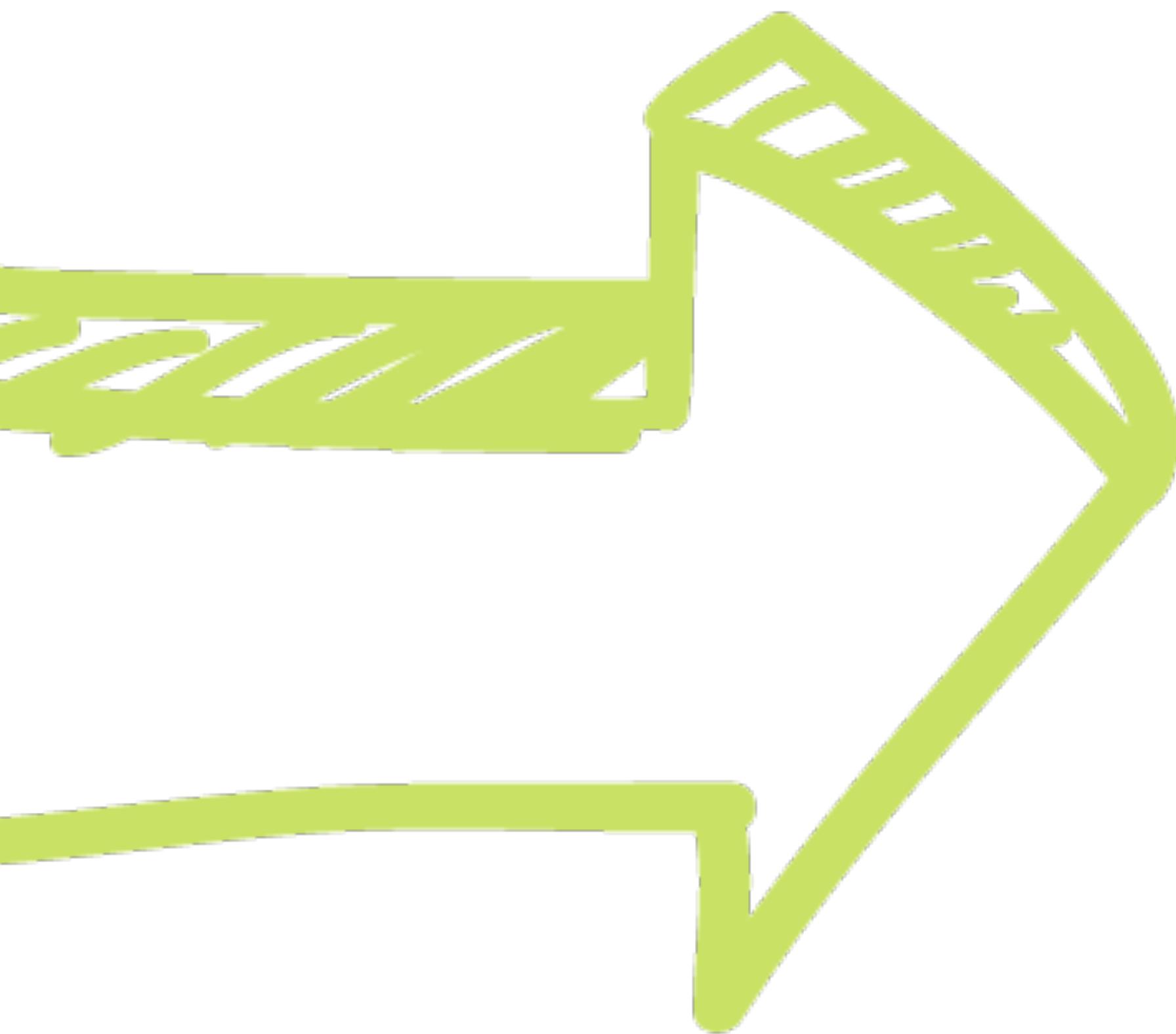
- Weekly meetings
- One on one meetings
- New hire onboarding
- Quarterly reports
- Repeat, repeat, repeat



“The only thing worse than hearing the same mission statement every week is hearing a different mission statement every week.”

Dean Hager, CEO of Jamf

Where do we go from here?

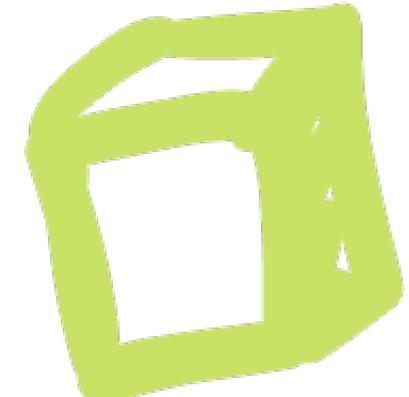
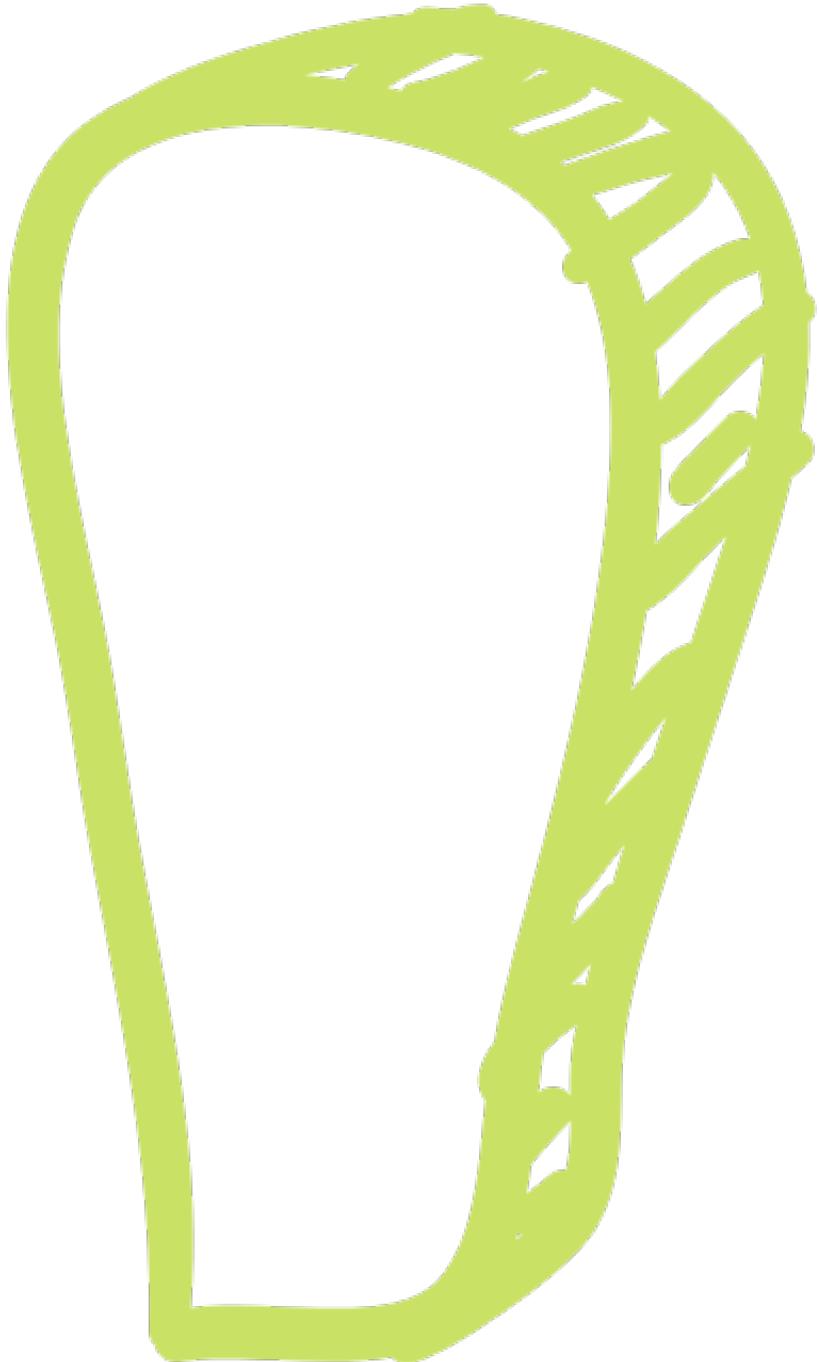


- Write it
- Share it
- Celebrate it

Celebrate it

Because your business matters

- Keep employees
- Move your business forward
- Increase productivity
- Get stuff done
- Save costs on new hire training



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**An engaged team is a
productive team.**