

## Action Steps to Drive Purpose

Putting people first is a platitude unless its intention is put into action. Recognition and rewards are essential especially when done in timely fashion. Over an above this employees want the opportunity to grow their careers; that is why promoting from within resonates.

Here are some suggestions for making certain people know that purpose matters to them. Pick THREE that are most relevant to you. Discuss with a colleague what you can do about implementing these action steps.

- Communicate the vision to all employees. Be clear, coherent and consistent.
- Ask teams to develop their team vision statements that complement the organizational vision.
- Find ways to make the mission tangible to all employees, that is, link it to job function and job task. Make the connection between what an employee does and how that job complements purpose.
- Set clear expectations for behavior that model organizational values. Hold yourself accountable first.
- Find ways to reward achievements of individuals.
- Show employees how their work matters by bringing employees to the workplace or allow employees to visit there where their products or services are being used.
- Tell stories about how products and services are being used.
- Establish a “Customer Day” where employees and customers can meet and mingle.

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- Create a culture of recognition that is timely and meaningful. Pats on the back are great, but find ways to show employees that you and the organization truly cares about them as contributors.
- If you will fall short on a commitment, do not pretend that no one will notice. Be the first to acknowledge it. Explain why and say what you will do to remedy the situation.
- Instill confidence throughout the organization. People want to believe in a leader who believes in her. Find ways to share that confidence with others.