

# GOT MISSION?

Successful companies think beyond profit - they also think about *purpose*. A shared sense of purpose within your organization drives your culture, and your culture ultimately drives your company. In fact, a **shared sense of purpose will motivate your people** in ways that profits alone never will.

The way to communicate your purpose is through your mission. A great mission is just a few great words that define who you are, what you do, how you do it - and why. A uniquely authentic and memorable mission statement is short enough to fit on a T-shirt and resonates emotionally so that every one of your employees is proud to wear it, because they're **proud to live the mission** every day.

*That's where we come in.* Our time-efficient, cost-effective three-step process will lead you and your team to define your mission. Here's how we help you...

## 3 Steps to **Mission Accomplished**

### Listen

We begin by listening. We absorb your company's culture, history, and aspirations. Fact: in most cases the mission is already within you and your team. We will dig deep to discover the essence of your company's true purpose.

### Collaborate

We bring your most trusted colleagues together. In a couple of hours you and your team play an active role in finding consensus from many voices, research or data points.

### Define & Inspire

We help you make the tough choices and illuminate the purposeful and inspiring gems that define a concise, emotional and memorable mission statement. Then we boil it down for the T-shirt.

**Drive great culture with a great mission.**

**Invite us in for thirty minutes to see how.**

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