



# 2022 Mission Re(Defined)

Improve Recruitment, Retention, and Performance by Creating a Shared Mission for 2022



↑  
UP YOUR  
CULTURE

# ABOUT UP YOUR CULTURE





# *Beth Sunshine*

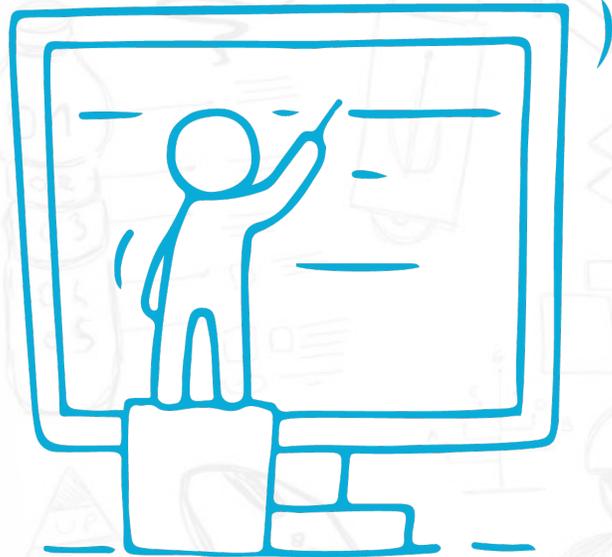
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# What's Ahead

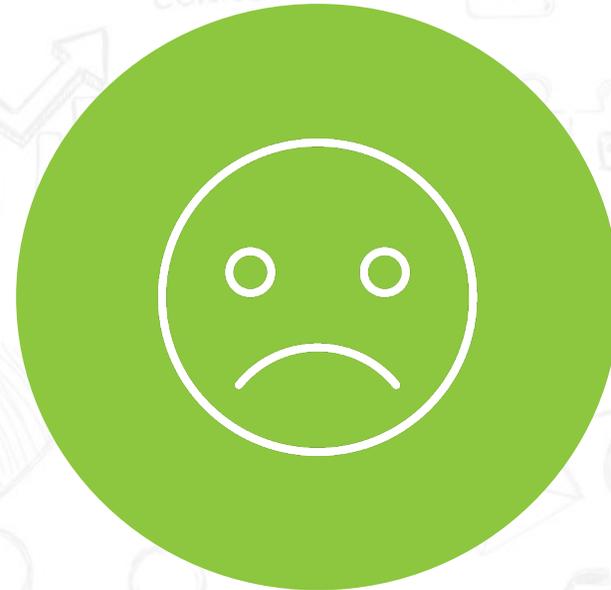


- Culture Wakeup Call
- Building a Culture with a Shared Mission
- Reason for Being and Core Values
- Attract and Retain Top Talent

# The Great Resignation = The Great Wakeup Call



**36%** of employees  
are engaged in their  
work



**15%** are actively  
disengaged in their work

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# Companies with a Strong Culture:



**3xs** more likely to retain employees



Targeted by **94%** of those looking for a better option



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A Shared Mission gives employees a strong sense of purpose for their work and passion to make it happen.

# Shared Mission = Why + How

A strong Shared Mission starts by understanding two things: **Why** and **How**.



# Shared Mission = What + Who

## WHAT ABOUT WHY AND HOW?

While most companies have a Mission Statement that shares **what** they do and **who** they do it for, they are often missing the **why**. Why does the team exist?

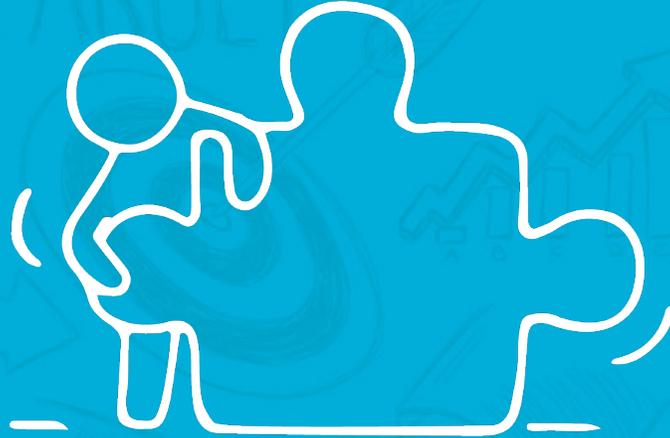




A Reason for Being will **guide**,  
**inspire**, and **rally** both  
customers and employees to  
join a cause greater than  
themselves.

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## Create Happiness for Others!



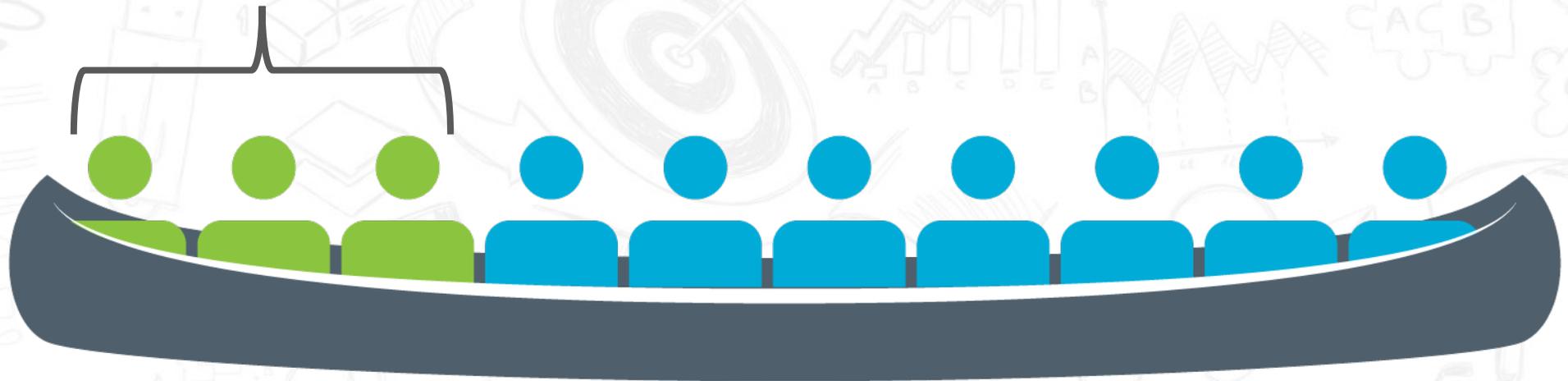
“My goal, as I saw it, was to get everyone we hired to share in an intangible dream, and not just working for a paycheck.”

– *Van Arsdale France*

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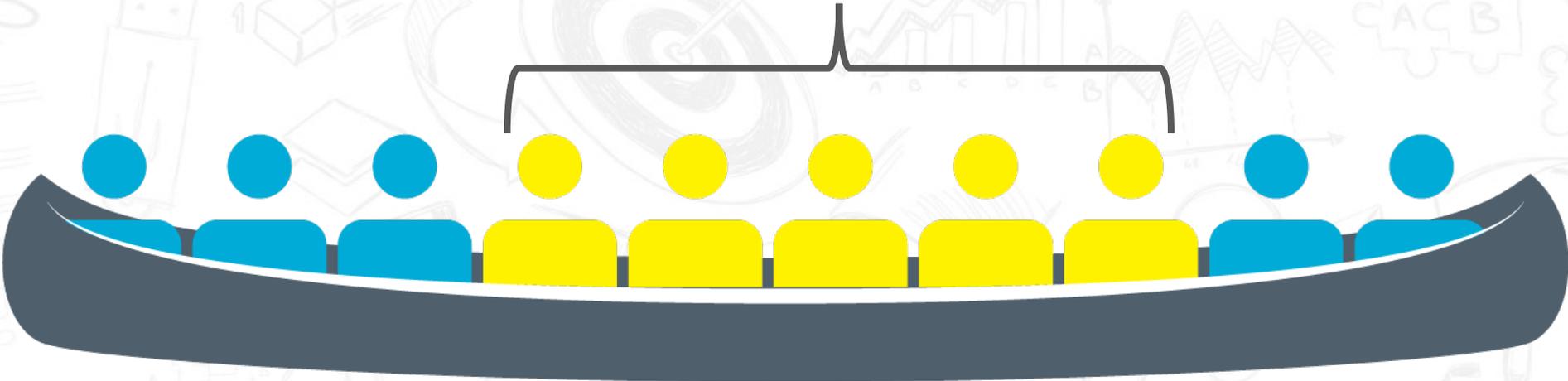
Actively rowing in  
the right direction.



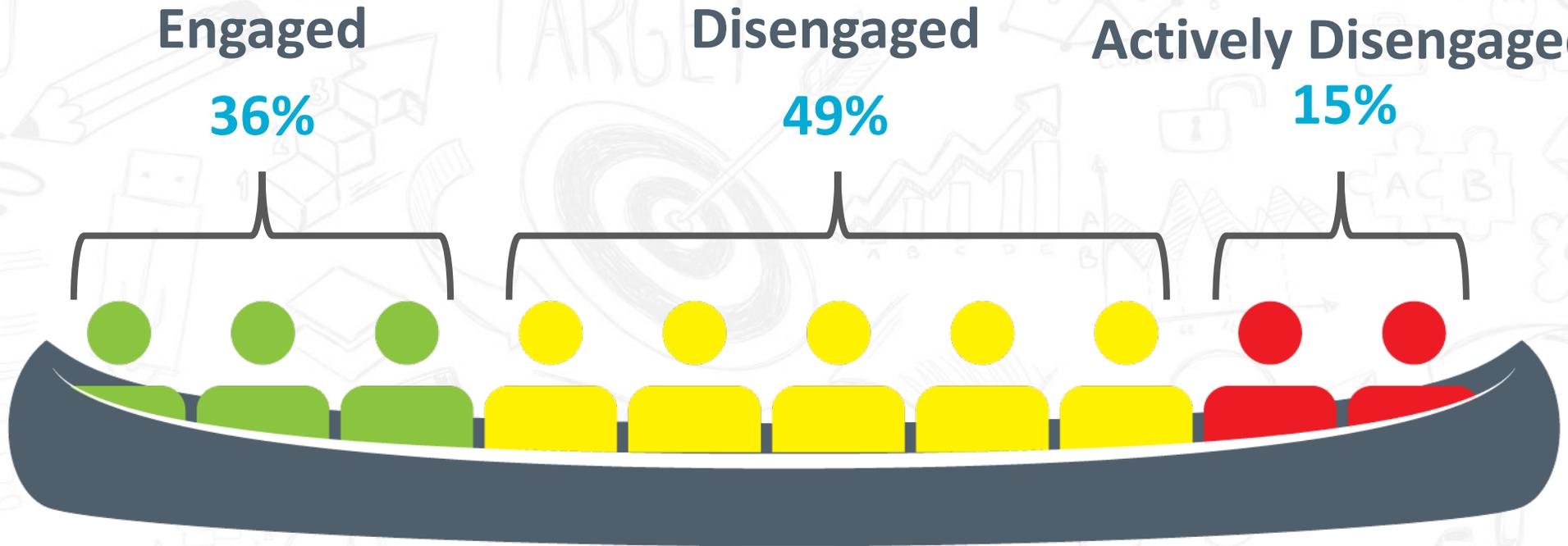
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Looking at the  
scenery.

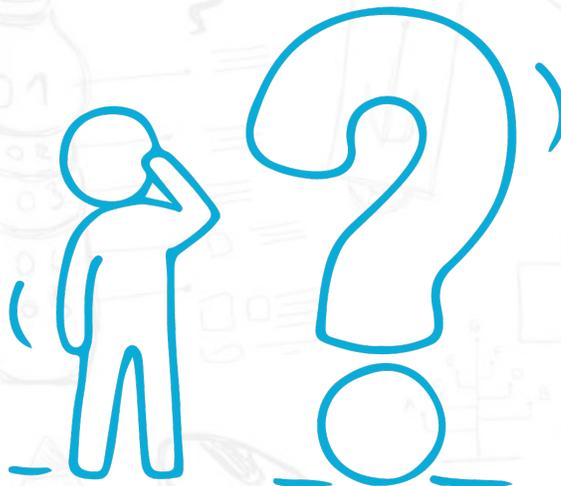


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# Consider these three questions:

- 
- What is our job as a team? (What are we accountable for and what are we paid to worry about?)
  - What is our goal? (How do we know that we've done our job?)
  - What benefit are we bringing to the company and the world?

# What is our job as a team?

(What are we accountable for and what are we paid to worry about?)



Helping companies improve engagement so they can be more productive and successful.

# What is our goal?

(How do we know when we've done our job well?)



Improve employee engagement scores and productivity in a measurable way.

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What benefit are we bringing  
to the company and the world?

More people who love coming  
to work.



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# Our Reason for Being...



Increasing productivity by elevating  
team engagement

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“When you’re surrounded by people who share a passionate commitment around a common purpose, anything is possible.”

– *Howard Schultz, former CEO of Starbucks*

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Shared Mission = Why +  
HOW

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Shared Mission = Reason for Being +  
Core Values

*The rules of the game for success!*

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Your Core Values **differentiate** your company from your competitors.

**Quality, Integrity, and Responsiveness**

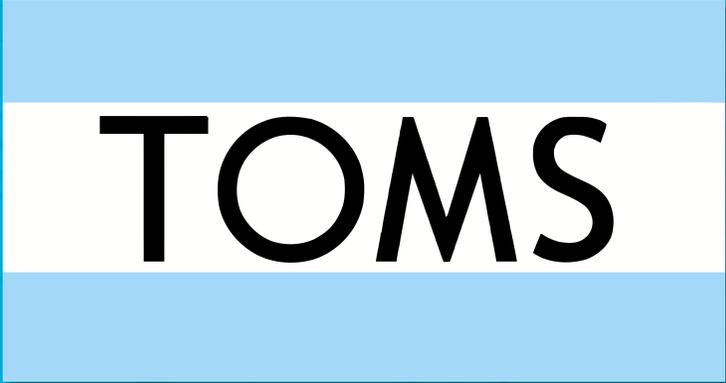
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## Integrity

We **always** follow our moral and ethical convictions, and we do the right thing in all circumstances, even when no one is watching.

We **never** purposely mislead a client, prospect, or coworker for personal or corporate gain.

The TOMS logo consists of the word "TOMS" in a bold, black, sans-serif font, centered within a white rectangular box. This white box is set against a background of three horizontal stripes: a light blue stripe at the top, the white box in the middle, and another light blue stripe at the bottom.

**TOMS**

Caring Heart,  
Kindness, Honesty,  
Consistency



Integrity, Passion,  
Performance,  
Diversity

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The behaviors that align with your Core Values should lead to **winning!**

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“It’s not hard to make decisions when you know what your values are.”

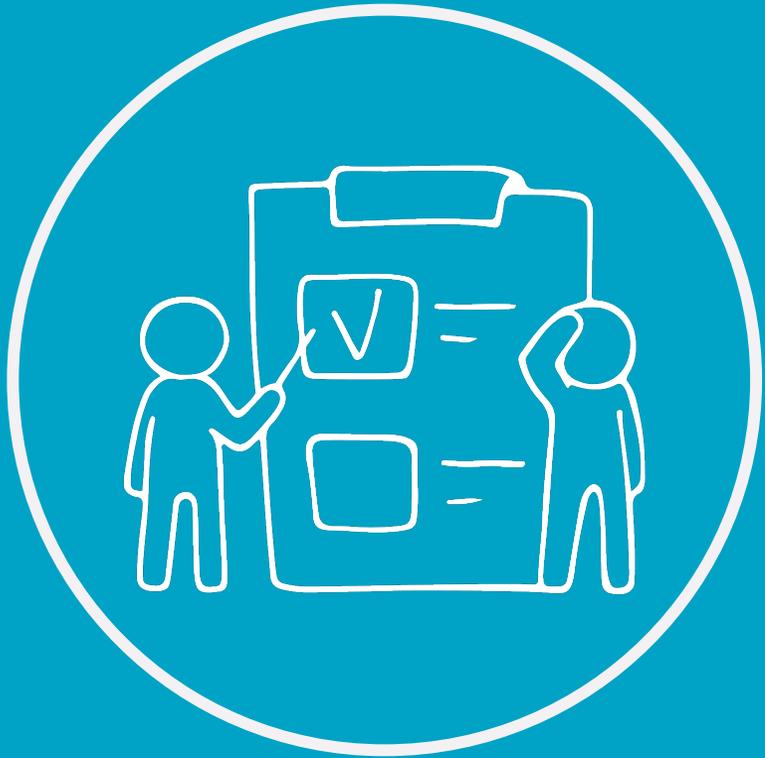
– Roy Disney

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# Do your employees know where True North is?

90% of companies have clearly defined their company values...

...but only 20% of employees know what those core values are!





salesforce

Salesforce lives their  
Core Values!

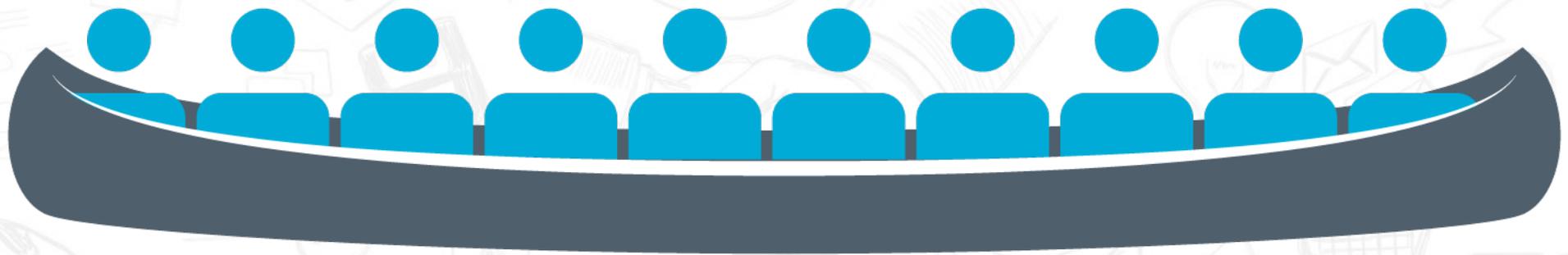


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Shared Mission = Why + How

Get everyone rowing together in the same direction, and anything can happen!



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Questions?



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# Thank You & Connect



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