



PRINCIPLE 3 | Don't Just Announce Your Culture, Make It Visible

Creating Your Company Mindset

To be fully engaged you must have the right mindset to guide how you want to act and interact with others. Mindsets are easy to change but very difficult to sustain. They take commitment, energy, and focus. The ideal mindset is like fuel to kick-starting consistency of the behaviors that make an experience visible.

The purpose of this exercise is to craft one or two powerful mindsets to guide the actions and attitudes of employees in your company. Part 1 is an optional step that can be completed as a warm-up exercise. Complete the exercise individually or with a team of leaders.

PART 1: Document Your Personal Mindset

Sum up the essence of who you are in seven words or less—seven words that guide the way you act now or desire to act in the future. Your mindset should guide how you feel about work, your family, your spirituality, etc. There is no right or wrong mindset. Think of your mindset as "words to live by."

The column on the right contains examples of a personal mindset.

PERSONAL MINDSET (7 WORDS OR LESS)	EXAMPLES
	<ol style="list-style-type: none">1. Be happy; be healthy; enjoy life2. Be present; live in the moment3. Today, better than yesterday, less than tomorrow4. Chasing dreams while staying in my lane5. Make today the difference tomorrow will be

PART 2: Document Your Company Mindset

Your company mindset should positively represent your company's values, mission, brand positioning, guiding principles, etc. It is not a marketing tagline. Consider it a motto to influence the way people think, act, and interact at work. Your company's mindset should bring the branded experience to life enabling the workforce to outbehave the competition and create customers for life.

Review the criteria and use the examples below as thought-provoking examples for drafting your company's mindset in seven words or less. In some cases you may want to create both an internal (culture) mindset and an external (customer-focused) mindset.



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MINDSET CRITERIA

- **Intuitive; easily remembered and repeated**
- **Something everybody should think—every day**
- **Inspirational and aspirational; concepts that can engage and motivate**

EXAMPLES

1. Family-fun entertainment at every interaction.
2. Saving people money so they live better.
3. Think differently and positively change lives.
4. Customers deserve to see us smile.
5. Not always yes, but how might we?
6. Welcome, we are glad you are here.
7. Only together can we truly care!
8. We are partners in our patient's success.
9. Recognition and respect are our greatest strengths.
10. WOW clients with valuable insights.
11. Do what we say we will.
12. Strengthen relationships, inspire results.

Brainstorm as many mindset examples as you can. Edit and modify as needed until you come up with a few favorites.

COMPANY MINDSET (7 WORDS OR LESS)

NEXT STEPS

- Share your top mindsets with your leadership team.
- Edit and modify as needed.
- Vote to reach consensus on the mindset(s) that best represents your company.