



March, 2021

SCN Purpose Report

Created by
SOAR Community Network





About Your Purpose Report

Your Purpose results are based on your leadership team's responses to our Strategic Priorities questionnaire, feedback and insights during group discussions and overall clarity about your organization's vision, mission, core values and strategic priorities.

Key Reminder

Don't get caught up in your scores.

Instead, use them to have an open dialogue and identify where you can start driving change with your team.



What We Measured

We measure Purpose Alignment in order to come up with some key indicators that help build a more collaborative and innovative culture to drive your organization's desired results. All categories were assessed and rated on a 1 to 3 scale (1 = Reactive, 2 = Focused, 3 = Innovative) in order to come up with aggregated scores and defined stages. The goal is not to concentrate on the score but to get some type of indication of the work to be done in order to have a C3 Community.

Reactive

The organization's vision and mission have changed yet the strategic direction may not yet be clearly defined or effectively communicated throughout the organization. Leadership behaviors may not be aligned with the organization's core values, leading to employee mistrust. There are redundancies in systems and processes due to miscommunication about leaders, business units and employees. There is a lack of consensus on which strategic objectives are most important and therefore causing misalignment of employees' behavioral strengths to their job fit and conflicting urgency about the immediate work to be done.

Focused

Your leaders have agreed to move forward in the same direction but they may disagree on the paths to take to accomplish the organizational mission. Employees feel satisfied with their roles and responsibilities but may not feel comfortable actively sharing new ideas or critical feedback to their managers or colleagues. Executives, managers and individual contributors are engaged and willing to roll up their sleeves to get the work done but they may be feeling stretched and with little time to collaborate with other teams and business units because they are not fully clear on the overall strategic direction of the company and how their unique skills and talents would best contribute.

Innovative

Being Innovative means that your employees view seeking help from colleagues as natural, regardless of whether providing such help is within their colleagues' formal job descriptions. They have a sense of collective responsibility and do not necessarily wait for everyone to come to a consensus when making decisions. Innovative cultures are both collaborative and accountability-focused. Having an innovative culture means that your leaders are supportive and know when leading with compassion is necessary to foster more cohesion and collaboration.

Who Was Assessed

We measure Purpose Alignment and Employee Experience in order to come up with some key indicators that help build a more collaborative and innovative culture to drive your organization's desired results. All categories were assessed and rated on a 1 to 3 scale (1 = Reactive, 2 = Focused, 3 = Innovative) in order to come up with aggregated scores and defined stages. The goal is not to concentrate on the score but to get some type of indication of the work to be done in order to have a C3 Community.



Name
Title



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Your Results

Purpose Alignment is <Stage> with a score of <Score>

Purpose Alignment is the key category, representing overall clarity of strategic direction, consensus on which business objectives to prioritize and implement, what will drive business results, how to accomplish the organizational mission and what value set will determine the corporate culture. It is derived from your team's level of Clarity scores for organizational Vision, Mission, Values, Business Objectives and Functional Area.

Strategic Objectives Stage is <Stage>

Strategic Objectives Score
<Score>

Functional Areas Stage is <Stage>

Functional Areas Score
<Score>

Vision Stage is <Stage>

Vision Score
<Score>

Mission Stage is <Stage>

Mission Score
<Score>

Motivating Why Stage is <Stage>

Motivating Why Score
<Score>

Core Values Stage is <Stage>

Core Values Score
<Score>



Vision

Your vision statement is your inspiration, and it will serve as the framework for all your strategic planning. It answers the question “Where do we want to go?” and captures your passion, ambitious desires and legacy goals.

Vision Statement

<Vision Statement>

Mission

Your mission statement tells customers, employees, and investors how you are working toward this goal today. It answers the question “Who are we?” and defines the organization’s fundamental purpose and defines why doing what you do is important to customers, communities and/or society. Your mission statement tells the world what you do, why you do it and how you do it.

Mission Statement

<Mission Statement>