

BLUEPRINT FOR ORGANIZATIONAL SUCCESS

3 Key Elements of Organizational Success

1. PURPOSE

We join organizations in the pursuit of a life of meaning. In order to build a successful organization, you need to find and name your true purpose (THERE).

2. STRUCTURE

The language, mental models, and roles an organization puts in place in order to achieve the purpose.

3. RESOURCES

The tools and individuals that operate the structures, bringing the organization to life and making the structures (and therefore the purpose) achievable and meaningful.

An **organization is any group of people that come together for a purpose (marriage, work, social groups, governments, sports, religious institutions, etc). That purpose could be "fun" or "money" or "belonging" or "celebrating a specific personality". It could be stated, implicit, or subconscious. A healthy organization has clarity of purpose (THERE) and creates structures/provides resources to invite all participating members into that purpose.*

What is Culture?

- Culture is one of the most essential structures for building a successful organization. We define culture as "a consensus among members of an organization concerning what is treated with honor and what is treated with shame".
- Culture develops through shared language and the set of values communicated within the organization.

THE TWO TYPES OF CULTURE

- **Don't-Make-A-Mistake Culture:** perfection (or the facade of perfection) is the unwavering end, means, and expectation. Members are shamed for failing and honored for perfection (either real or imagined).
- **Create Something Culture:** a mission or purpose is the driving force behind the organization. Anything, including learning from failures/mistakes, that serves the mission is treated with honor.
- In a healthy organization, the culture flows from the true purpose. In a dysfunctional organization, the culture follows some other standard (boss personality, money, etc.) that drives the participants away from the true meaning of the organization.

HOW CAN THESE TOOLS HELP TO CREATE/CHANGE CULTURE?

- These tools provide the resources necessary to discover true purpose and build organizational culture.

What are the values that are communicated within your organization? (Either explicitly or implicitly) What type of culture does your organization exhibit? Give examples for your reasoning.

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