



# BLUEPRINT FOR ORGANIZATIONAL SUCCESS

*When building a meaningful organization, establishing a healthy culture, leading others, or stewarding one's character, these tools work in concert with one another to provide a practical blueprint that illuminates the way forward. The tools can certainly be used individually as circumstances require, but are most effective when used together.*

An organization is defined as any group of people that come together for a purpose - marriage, business, social groups, governments, sports teams, religious institutions, etc. That purpose could be "having fun", "making money", "belonging", "celebrating a specific personality". It could be stated, implicit, or subconscious, but a healthy organization understands its purpose (or it's THERE). It also creates structures and provides resources to invite all participating members into achieving that purpose.

## 3 Key Elements of Organizational Success

### 1. PURPOSE

We join organizations in the pursuit of meaning. In order to build a successful organization, you need to be intentional about naming your true purpose (THERE), and commit to achieving it.

### 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 purpose achievable and meaningful.

## 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 resources and structures that will help organizations to discover true purpose and build a healthy organizational culture.

## Values

Values are the strong undercurrent of our motivation. They are the bedrock of what is important to us, informing what we think and what we do. Our society talks a lot about values in a sort of mystical way, but our values are very individual and practical realities. When we don't have a conscious knowledge of our values, it is almost impossible to build a solid structure. If we lie to ourselves about what we value or borrow values from the loudest voices around us, we potentially set ourselves against the truth of who we are, what we love, and what motivates us.

By naming our values, we solidify a foundation on which effective living (and leading) can occur. This is true for individuals and organizations alike.

Communicating our values, first with ourselves and then with others, helps frame our decisions and endeavors around a consistent mission rather than fickle emotions or circumstances.



**QUESTIONS TO CONSIDER:**

**What type of culture does your organization exhibit? Give examples for your reasoning.**