

# PURPOSE FACTOR CULTURE TRANSFORMATION

A stale, dysfunctional, outdated culture is a company's most significant risk in an era expecting agility, speed, and breakthrough innovation.



**Purpose Factor Culture Transformation** will refresh and recreate cultures that attract, engage, and keep top talent, board members, partners, and customers; all aligned around shared beliefs, a meaningful purpose, and answers to these questions:

- Where have we been, and where are we now?
- How do we trust and engage one another?
- What is our vision, and how do we live it?
- What could get in our way, and how do we change our thinking?
- What is our plan, and how do we measure success?
- What did we learn, and how do we continue growing as learning, evolving culture?

***"From the inside out, from top executives to store employees, our organization has grown together and created a new culture that's had a positive impact on our community."***

**– Tim O'Neal, CEO Goodwill of Central AZ**



**Mission Facilitators** is a boutique performance improvement company focused on creating purpose-centered leaders, teams, and organizations through training, facilitation, and executive coaching. With over 25 years' experience working with Fortune 500 companies in 19 countries, CEO Dean Newlund and his team of professional coaches and facilitators have created **Purpose Factor Culture Transformation** using methods addressing multi-generational and diverse cultures and reflecting best practices from age-old wisdom, neuroscience, simulations, and learn-by-doing activities.

## Past clients have seen improvements in:

- Aligning individuals, teams, boards, and the community around a common purpose,
- Engaging all stakeholders in designing and implementing the culture change, Improving productivity, efficiencies, and cost savings,
- Creating innovative new ideas that result in new lines of business, services, and processes,
- Retaining top talent who before the transformation were deemed a flight risk,
- Experiencing more fun, recognition, and play that builds resilience and trust.

**Purpose Factor Culture Transformation** is a customized process involving some or all services: executive coaching, team facilitation, strategic planning, consulting, assessments, and training.



To find out how to start the journey, contact us at [info@mifleadership.com](mailto:info@mifleadership.com) or call **800.926.7370**