



RON TITE'S "THINK • DO • SAY"

BUILDING PERSONAL AND ORGANIZATIONAL MOMENTUM IN A BUSY, BUSY WORLD

Let's face it, your colleagues and customers don't know where to look and they don't know who to trust. Every HR professional should drive total organizational alignment with what the organization thinks, does, and says. Accomplishing that gets your people and your organization noticed and it builds trust. That leads to positive organizational momentum.

Actions that contradict what the organization thinks, does, and says create Integrity Gaps. Integrity Gaps can lead to subtle or horrific negative momentum.

THINK:

Your organization has to believe in something that goes beyond your product and your people have to believe in something that goes beyond their job title. Call it "Corporate Purpose" if you want but don't define that purpose by popular social causes, values, or your Mission Statement. Simply complete the statement: We believe.....

DO:

What primary action does your organization take to reinforce what you believe? What other actions can you take that brings your purpose to life? To help drive those actions, ask yourself 3 questions:

1. Who do we do it for?
2. What do they want us to do?
3. Who do we do it with?

SAY:

If you believe in something greater AND you behave in a way that reinforces the belief, that's proudly worth talking about. And if you're going to talk about it, shouldn't the entire organization talk about it in the best way possible to capture attention and build trust? Say it authentically. Say it honestly. Say it consistently. And say it with stories.

People used to vote with their wallets. Now they vote with their time. Is your organization relevant enough, valuable enough, timely enough, and entertaining enough to capture their attention and trust? Hope so. Your survival depends on it.

#ThinkDoSay