## Application



Align organization around a common goal

Facilitate employee connection/ownership

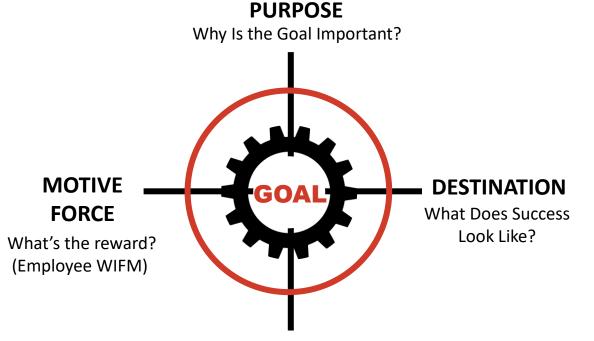
Provide key talking points for communications

Identify incentives and "Motive Force" for action

## Steps

- **1. Goal**: State goal in terms of current state and future state
- **2. Purpose**: Define how goal supports vision, mission, purpose
- **3. Destination:** Define success or the end-game in visual terms
- **4. Connection:** Define how each department and employee contributes to goal
- **5. Motive Force:** Specify reward and recognition for achieving the goal
- **6. Communicate** all 4 attributes often through various channels.

## **Line-of-Site**



CONNECTION

How Can Each Employee

Contribute to Success?

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