



DIALECT

Leadership Discussion

Mission

www.dialect.com

Mission: What difference do you make in the lives/businesses of your customers?

- I. What are your customers' biggest challenges/opportunities? Start by discussing the most important trends/influences on their lives/businesses. Refer back to the Leadership Discussion on Customers.**
- II. What are you currently promising your customers? Refer back to the Leadership Discussion on Customers.**
- III. Why does your work matter to your customers?**
- IV. Why would customers care if your business weren't here tomorrow? Why would your community care?**
- V. Does your mission make it clear what the end result of your work with customers should be?**
- VI. Does your mission focus you and also allow you to think expansively about long-term opportunities?**
- VII. Would you feel proud to describe your work in this way? Is this work meaningful enough to fully engage you?**
- VIII. Would your employees feel proud to describe their work this way? Is this work meaningful enough to fully engage them?**

