


Defining a Purpose (vision, mission and values) that builds a greater emotional connection




Feel inspired to

**MAKE CHANGE HAPPEN**

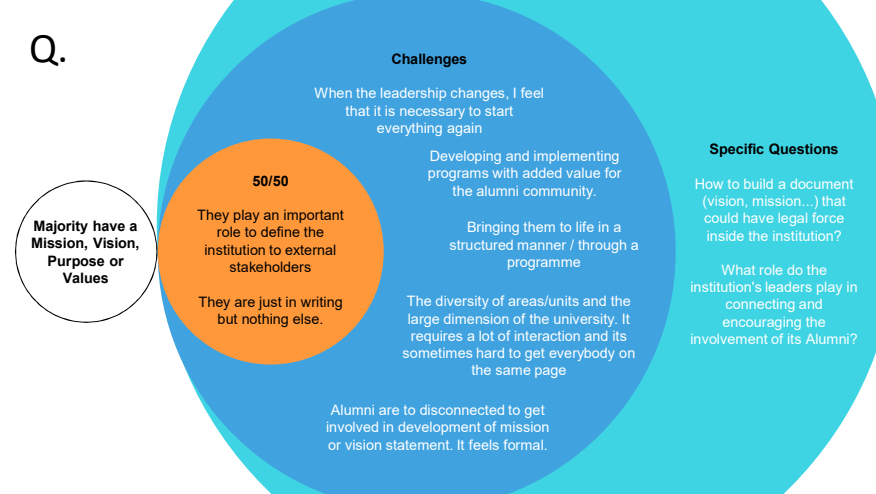
Why listen to me?



Awareness - we learn by adding to what we already know



Q.



**Majority have a Mission, Vision, Purpose or Values**

**50/50**

**Challenges**

When the leadership changes, I feel that it is necessary to start everything again

Developing and implementing programs with added value for the alumni community.

Bringing them to life in a structured manner / through a programme

The diversity of areas/units and the large dimension of the university. It requires a lot of interaction and its sometimes hard to get everybody on the same page

Alumni are to disconnected to get involved in development of mission or vision statement. It feels formal.

**Specific Questions**

How to build a document (vision, mission...) that could have legal force inside the institution?

What role do the institution's leaders play in connecting and encouraging the involvement of its Alumni?

**Alumni Association Mission**

The University of North Florida Alumni Association is a non-profit organization. Its purpose is to foster, maintain and support a mutually beneficial relationship between alumni and the University. The Board of Directors, comprised of UNF alumni, governs the Association by setting policy, providing guidance for the Association's programs and activities, and represents the interests of alumni to the University. Service on the Board of Directors is open to any interested alumnus.

**Vision Statement**

The University of North Florida Alumni Association is a dynamic organization that is recognized as a valuable resource by the UNF community. A dedicated Board of Directors will partner effectively with Alumni Services to offer programs that foster campus traditions and perpetuate a passion for a life-long involvement with the University.

**The Mission Statement**

To champion a life-long relationship between the University of North Florida and its alumni.

**Guiding Principles**

1. Build relationships and a sense of camaraderie among students and alumni
2. Engage alumni and students through the perpetuation of tradition and pride
3. Recruit alumni to actively promote of UNF and showcase the Alumni Association as an essential partner of the University



20 minutes in groups

**Getting people onboard**

Define an internal & external audience profile. Those most likely to join you – THE HEROES OF YOUR STORY...

1. Define the **IMPACT** or difference **THEY** can make in the world – Rally Cry
2. Instead of values identify a few **WAYS** - specific behaviours required by **THEM** to make it happen
3. Your **PURPOSE** is rooted in what **THEY** can influence in the short-term in order to make the impact they want

Then look at the many and different ways to engage your different audiences:

- During Build
- At Launch
- Throughout Orbit

**Internal Group 1**  
You want 80% onboard

Engage - Orbit

Engage - Launch

Engage - Build

**IMPACT**  
How it will make the world and people's lives better

**WAY**  
Focus on the few unique ways you will make it happen

**PURPOSE**  
Simply state the change you are trying to bring about

**External Group 1**  
You want 80% onboard

Engage - Orbit

Engage - Launch

Engage - Build

It's not about you!      E'motion –energy to move      [Take a screen shot](#)





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○

# Over the next 3 hours:

**THOUGHTS**

- Role of emotions to make change happen
- What you're trying to achieve when creating a Mission or Purpose.
- Explore frameworks for defining a Purpose, Vision, BHAG, Mission and Values.
- What does success look like?

**EMOTIONS**

- Look inside (internal narrative) to elevate our mood to feel more inspired.
- Accessing the subconscious mind

**ACTIONS**

- Bring it all together - teamwork.



Awareness through movement

Just do what feels easy

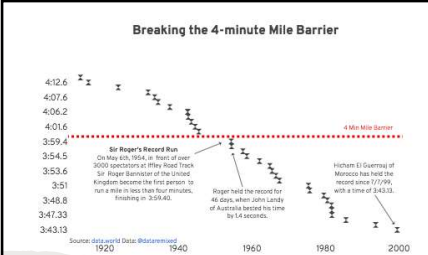
# Part 1 – Why do this?

Why have a purpose?  
Why are emotions important?

**MAKE CHANGE HAPPEN**




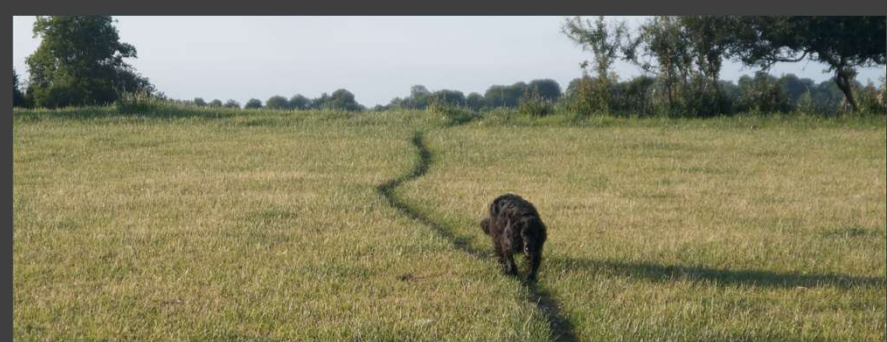
## Breaking the 4-minute Mile Barrier



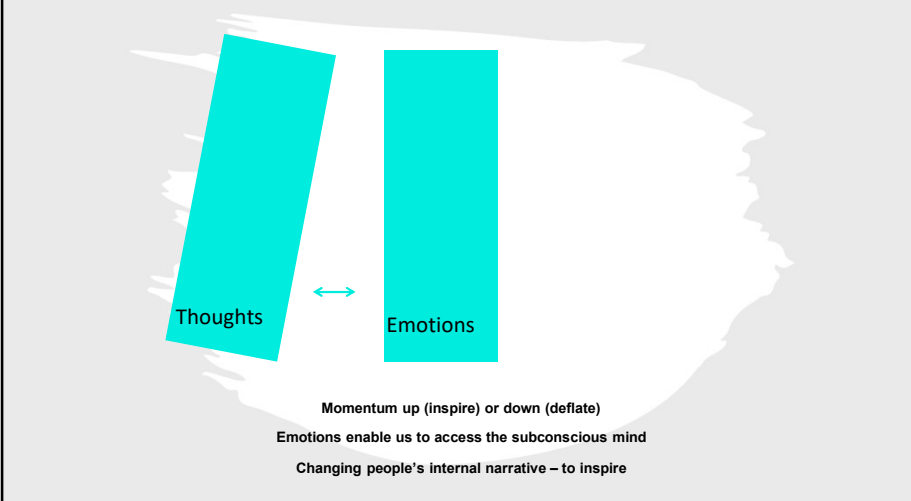
**“Whether you think you can, or can’t – you’re right”**  
Ford

Fastest sub 4 minute mile stood for almost 19 years.  
When Roger Bannister broke that, it took only 46 days to break it again.

**A purpose is there to redefine what you believe is possible.**

Limiting beliefs



**Thoughts** ↔ **Emotions**

Momentum up (inspire) or down (deflate)  
Emotions enable us to access the subconscious mind  
Changing people's internal narrative – to inspire



To inspire = redefine someone's internal narrative

To **make change happen** we need to change people's

# internal narrative

Thoughts  
Emotions

Because students like me join Alumni like yours  
Because universities like ours do things like this  
Because leaders like me do things like this

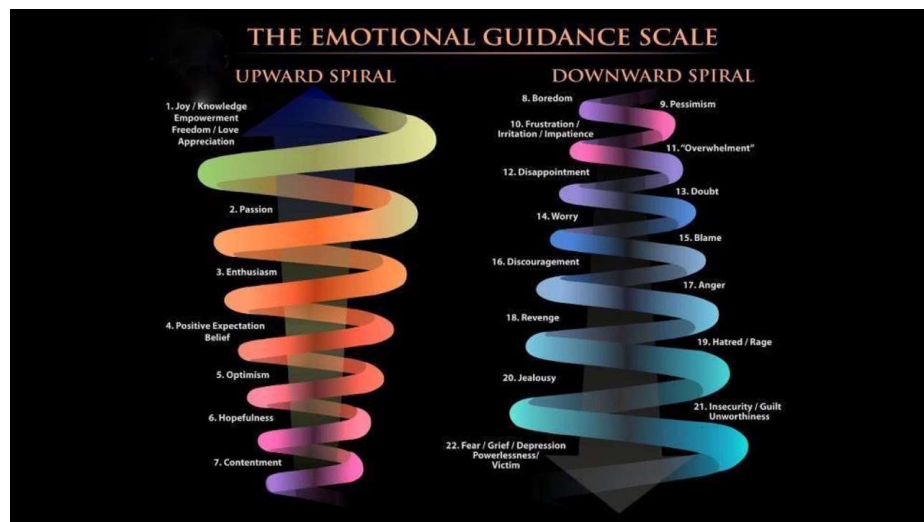
Until the emotion drives action

But also the way you move determines the way you feel

Our environment can take control of our emotions if we let them

You can have an idea but without emotion there's no action





Alumni | About Us | Mission, Vision & Values

**About Us**

- Mission, Vision & Values
- Contact Us
- News & Info
- Alumni Demographics
- Notable Alumni
- Giving Opportunities
- Board of Directors
- Bylaws & Financial

**Mission, Vision & Values**

**MISSION STATEMENT**

The mission of the Alumni Association is to cultivate a vibrant and inclusive alumni community committed to deepening connections with each other and William & Mary for all time coming.

**VISION STATEMENT**

As a preeminent alumni association, we advance William & Mary, serve the diverse and evolving needs of each member of our global alumni community, and create opportunities to strengthen bonds between each other and alma mater for all time coming.

**VALUES**

**Belonging** - We are a welcoming, diverse and inclusive alumni community.

**Curiosity** - We foster a culture of alumni and friends who champion and inspire lifelong learning and growth.

**Excellence** - We aim for the extraordinary, recognizing that personal growth and meaningful accomplishment require bold and innovative aspirations, courageous risk-taking, and focused effort.

**Flourishing** - We ensure that William & Mary and the WMAA will thrive for all time coming, and we promote active engagement in the life of the university through going, giving, and serving.

**Integrity** - We are honorable, equitable, trustworthy, and committed to the highest ethical standards in all that we do.

**Respect** - We treat one another with mutual respect, recognizing and upholding each person's inherent dignity and worth.

**Service** - We engage with alumni and friends both near and far, promoting dedication, commitment, and philanthropy to alma mater and to the greater good.

**Pride** - We are the Alma Mater of the Nation. We celebrate lifelong pride of William & Mary and the alumni community and encourage expressions of pride by our alumni around the world.

## Does this elevate or deflate?

Who, What and Why

Who is it aimed at?  
What do they want them to do?  
Why will they benefit?

Feel inspired to  
MAKE CHANGE HAPPEN

DEPARTMENT OF CHEMISTRY

UNIVERSITY OF OXFORD

Alumni

STUDY HERE WORKING HERE RESEARCH PEOPLE OUR S

- Mission & Vision
- Update Your Details
- Magazine
- Alumni Careers
- Events
- Benefits
- Get Involved
- Support Chemistry
- Contact

**Alumni Mission and Vision**

**Mission**

To develop and strengthen ties between our alumni and the Department of Chemistry by providing diverse tangible benefits including career services, networking opportunities, special events and lectures, and the opportunity to connect with and inspire students and graduates. And, to engage alumni with Departmental research and future goals, in order that each individual feels welcome and valued as a member of the Oxford Chemistry community.

**Vision**

- A respectful, congenial, and equitable programme that is welcoming and engaging for alumni of all ages, as well as their partners, families, and guests.
- A dynamic community of active alumni who contribute to the goals of the programme, feel ownership over its direction, and act as ambassadors for Chemistry at Oxford.
- A programme with strong ties to industry and spin-out companies, and the ability to promote mentoring, internship and career opportunities for students and alumni in this and other fields.
- Accessible and innovative promotion of the Department's research in order to connect alumni and the public to cutting edge science.
- A commitment to transparency of goals and actions.

What alumni are saying:

"A great initiative and at last!" - Ioanna Psalti (DPhil Chemistry, The Queen's College, 1985).

## Who, What and Why

**Review your statements**


How do they make you feel?

Do they sound like a job description?




Are they inspiring?

Are they speaking to Alumni?

Will they inspire change?



**YES. You need to define the purpose and goals of AR program to support the university's strategy.**

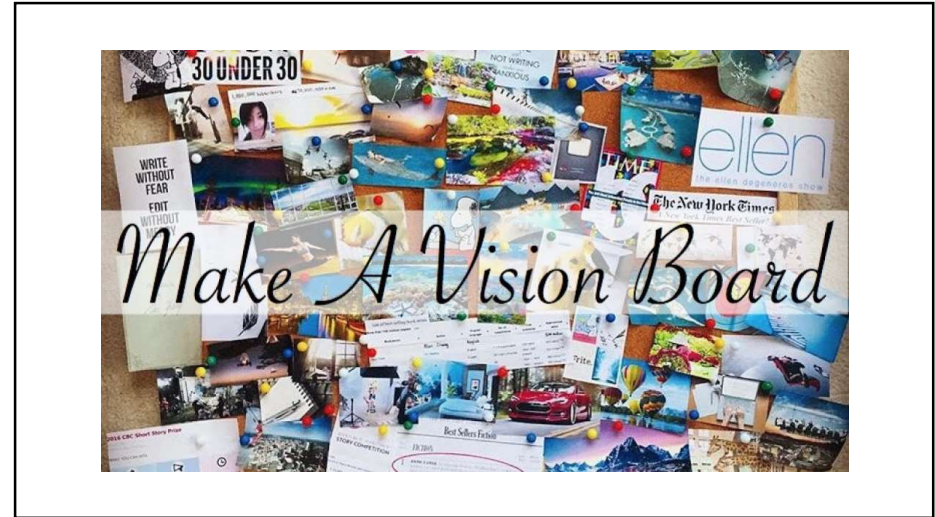
-  What does the institution stand for?
-  What impact does it want to have? Institutional missions (education/research/service to society)?
-  What does the university need (internationalization, research, integration, outreaching programs)?

**Bottom line**

- Do I feel inspired?
- Do I feel moved?
- Find what inspires you
- Align that to the corporate goal
- Will it inspire others
- Is it about them not us










**We believe everyone deserves a future to smile about**

At Colgate, we make products that promote healthy smiles. Not only that, but we have a healthy smile is important to your overall health. But because when you have a healthy smile, the world is brighter, and that's a powerful thing. Smile as the original form of optimism, something we need more than ever. That's why we're championing optimism - we are committed to creating a healthier planet and working every day to create healthy smiles for all.

**Choosing optimism can lead to big changes, starting with a smile**


It's not always easy to be an optimist, but when you make that choice, it can be a powerful force for change in your life. Committed to making a world of healthy smiles for over 140 years, we're dedicated to understanding the power of optimism changing our world for the better. Over the past year, we've partnered with scientists, thought leaders, brand psychologists and members of the Gen Z community to reinforce the importance of choosing optimism. We made you the center of our optimism journey - we're sharing ideas from real people who've found the courage to smile and keep doing what it takes to make the world a better place.

[Learn more](#)




**Championing a healthy planet through transparency**

[Learn more](#)




**Championing healthy smiles**

[Learn more](#)



**Colgate BRISTOL BRISTOL BRISTOL BRISTOL**


[Learn more](#)



**The Power of Optimism**


**A smile is the simplest form of optimism, something we need now more than ever.**

# Case Study



*Why We Do*  
**AIESEC**  
*What We Do*

**Tweet**


 **AIESEC** @AIESEC · 5 Dec 2019

AIESEC is a global platform for young people to develop their leadership potential through international internships and volunteering opportunities.

This is AIESEC. This is why, we do what we do, for YOUTH!

#Youth #Leadership

[youtu.be/1u-74sc4lls](https://youtu.be/1u-74sc4lls)




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**New to Twitter?**

Sign up now to get your own personalized timeline

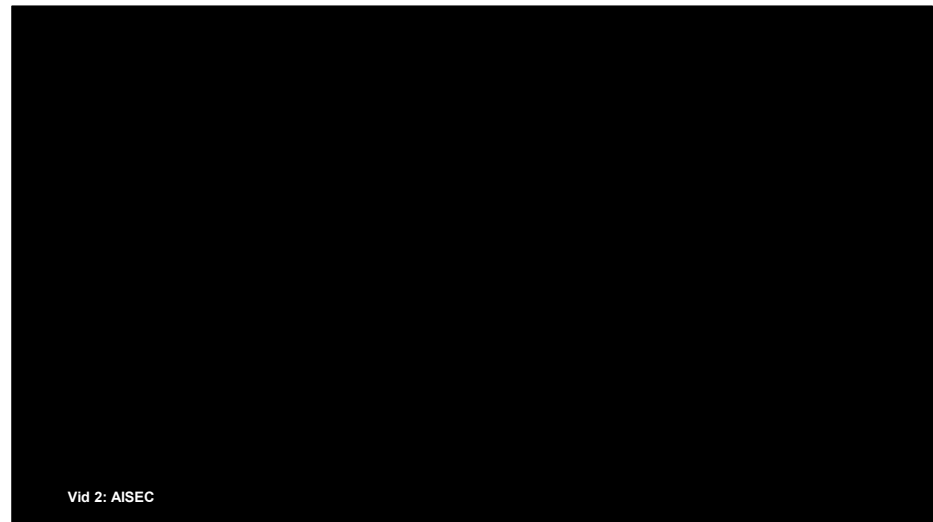
[Sign up](#)

**Relevant people**

 **AIESEC** @AIESEC [Follow](#)

A global youth-led organization that aims to develop the leadership potential of young people across 11 countries & territories #withaiesec

**What's happening**



Vid 2: AIESEC



**Peace and fulfillment of humankind's potential — Vision of AIESEC.**

Avini Dixit, Nepal

Your Big Year Dec 3, 2019 · 4 min read

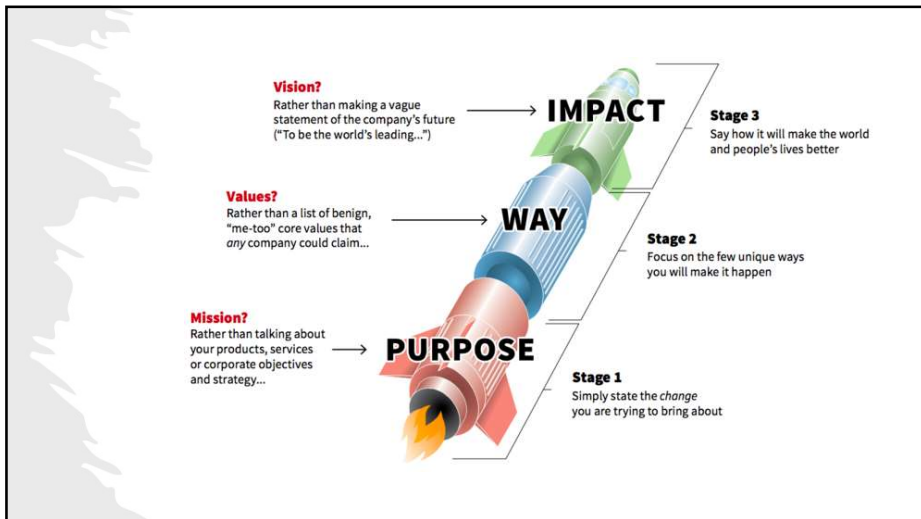
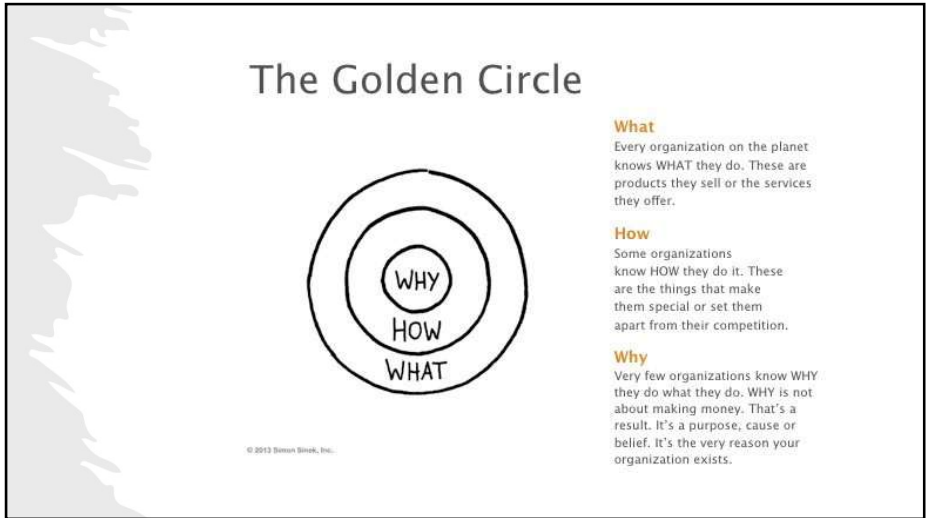
Q. Purpose or a Vision?



# Definitions

- Purpose:** Why your company or brand exists
- Vision:** Where you want to get to by a specific point in time in line with the Purpose.
- Missions:** What bold moves do you need to take to achieve the Vision.
- Values:** How you behave as a brand, what behaviors and attitudes you display
- Positioning:** How all of the above is encapsulated to occupy a distinct place in people's minds.

conspiracy of love.





Global Volunteer

Features Impact Experiences Qualities Steps Support [Get started](#)

COVID-19: Current Safety Information

**If we don't change the world, then who will?**

Develop your leadership through a volunteering project contributing to the Sustainable Development Goals

Global Volunteer

**WHY**  
It all started after the **SECOND WORLD WAR** WHEN A GROUP OF *Young People* determined that **cross-cultural understanding** was essential to prevent similar conflicts.

**WHAT**  
WE ENABLE YOUNG PEOPLE TO DEVELOP THEIR **LEADERSHIP** THROUGH **PRACTICAL EXPERIENCES** IN **CHALLENGING ENVIRONMENTS**. **CROSS-CULTURAL EXCHANGES** IN **CREATING THESE OPPORTUNITIES**.

**WE STRIVE TO ACHIEVE**  
*Peace*  
**& Fulfillment of Humankind's Potential**

**HOW**  
WE PLACE OUR **CONFIDENCE** WE BELIEVE THAT **LEADERSHIP**

Create a story

The **AIESEC way**

AIESEC is a global, non-profit, independent, not-for-profit organization run by students and recent graduates of institutions of higher education. Its members are interested in world issues, leadership and management.

AIESEC does not discriminate on the basis of race, colour, gender, sexual orientation, creed, religion, national, ethnic or social origin.

**Peace & fulfillment of Humankind's Potential**

Our international platform enables young people to discover and develop their potential to provide **leadership** for a **positive impact** on society

Activating Leadership  
Enjoying Participation  
Striving for Excellence  
Demonstrating Integrity  
Living Diversity  
Acting Sustainably

The **AIESEC way**

AIESEC's BHAG is:  
Engage and develop every young person in the world.

2015 Ambition Statements  
In addition to the BHAG, AIESEC created statements that illustrate how the organisation will look like in the year 2015:

Our growing physical and virtual reach makes us the most credible and diverse global youth voice.

We are recognised across sectors as the first-choice partner for our ability to develop responsible and entrepreneurial leadership.

Our collaborative environment empowers every member to live a high quality AIESEC experience, creating a cross-generation positive impact on society.

In the next five years, AIESEC will tell a story of engaging and developing millions of young people by being a global youth voice, a first-choice partner, and creating positive impact around the world.

Build steps

Global Youth Voice

First-choice Partner

Positive Impact




**AIESEC**

My hope is that alumni of AIESEC continue to live the values that we did in our active days,

fight for the world we've always dreamed of

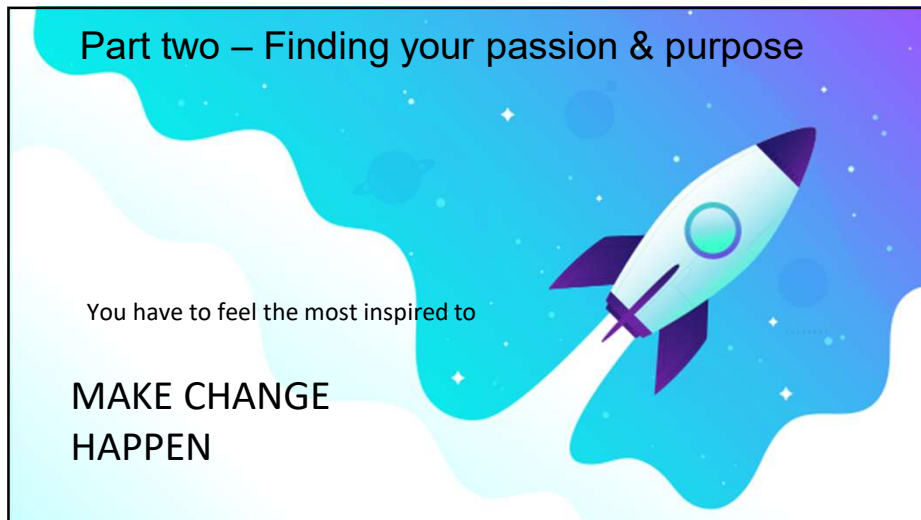
and give back just as many have given back to us.



Part two – Finding your passion & purpose

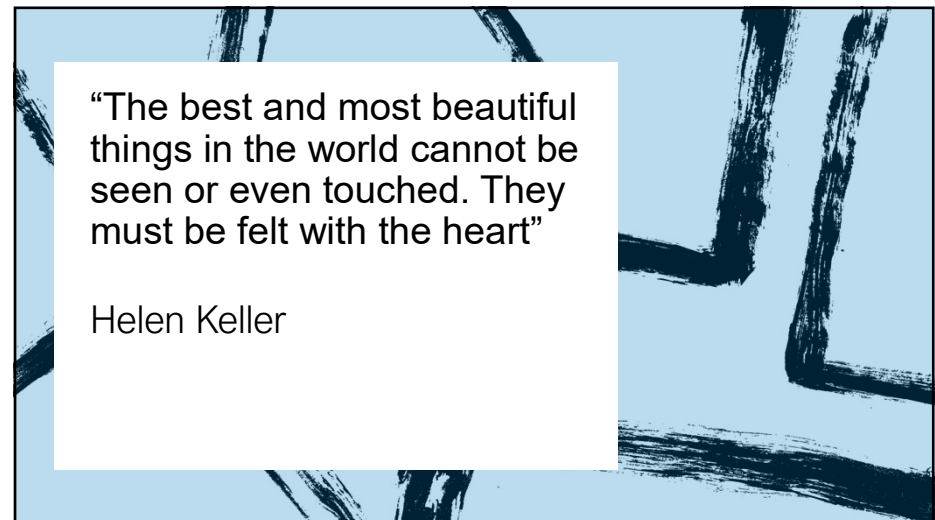
You have to feel the most inspired to

**MAKE CHANGE HAPPEN**




“The best and most beautiful things in the world cannot be seen or even touched. They must be felt with the heart”

Helen Keller





## Reconnecting the Brains



**HEART + BRAIN + GUT**

More neural pathways run from the heart to the brain, than from the head to the heart

Unconscious mind directs around 90% of behaviours

90% of the body's serotonin involved in mood management is produced in the gut


What's alive in you?

How do we make it grow

Head – Heart – Body connection

Time to move

Mindful awareness exercises



- Just do what feels easy
- Emphasis is on awareness rather than the actual movement – really, really slow, small movements
- By taking the attention into the body – stills the mind – then we can choose to elevate our thinking and access our creative subconscious.



## Part three – Bringing it all to life

Creating a story that gets people onboard to

# MAKE CHANGE HAPPEN

Personality shorthand

"Archetypes are the heartbeat of a brand"

	Strategist	Translator	Scientist	Alchemist	Guide	Seeker	Entertainer	Fool	
CERTAINTY	Sage		Magician		Adventurer		Jester		UNCERTAINTY
	Shaman	Detective	Engineer	Visionary	Futurist	Dare Devil	Shapeshifter	Provocateur	
SIGNIFICANCE	Ruler	Judge	Reformer	Gambler	Athlete	Liberator	Matchmaker	Hedonist	LOVE & CONNECTION
	Sovereign		Rebel		Hero		Lover		
	Patriarch	Ambassador	Activist	Maverick	Warrior	Rescuer	Companion	Romantic	
GROWTH	Regular Guy	Advocate	Idealist	Dreamer	Creative	Storyteller	Samaritan	Guardian	CONTRIBUTION
	Citizen		Innocent		Artist		Caregiver		
	Provider	Networker	Muse	Child	Designer	Entrepreneur	Angel	Healer	

Research  
Passion Knowledge  
Inspired  
Freedom  
Jester  
thrive  
Best  
Liberated  
Hero  
Lover  
Status  
Rebel  
Creative Unique Passion  
Cared for  
Belonging Growth/Network/Learning (for them)

20 minutes in groups

Getting people onboard

Define an internal & external audience profile. Those most likely to join you – THE HEROES OF YOUR STORY...

1. Define the IMPACT or difference THEY can make in the world – Rally Cry
2. Instead of values identify a few WAYS - specific behaviours required by THEM to make it happen
3. Your PURPOSE is rooted in what THEY can influence in the short-term in order to make the impact they want

Then look at the many and different ways to engage your different audiences:

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- At Launch
- Throughout Orbit

Take a screen shot

Thank you, and finally

Share on the board something new that you've started during lockdown or something that inspires you about your work