

## Mission Minute

- Do you know what impact your work is having? On your customers or beneficiaries?*
- How connected do you feel to your organization's Mission?*
- Are you and your team inspired by the impact you're having?*

**Start each significant meeting with a ‘Mission Minute’.** Take 60 seconds - *literally* - to remind yourselves that *the work you’re about to do is connected to a higher overall purpose*.

**A Mission Minute** sets the stage for everyone in the room to get re-connected to the mission that you are working to accomplish.

- It reminds us that we *have* a mission to contribute to and accomplish!
- It aligns us so that we remember that we should all be *pulling together*.
- It inspires us to work hard toward that mission - make a difference - have an impact.
- It reminds us of our own contribution, and the contributions of others.
- It unifies us around our common mission in preparation for challenging work.

The whole experience is a *single minute* at the beginning of the meeting, but in that minute you can set the stage for why this work matters, why the meeting matters, and why we are all in a room together. Be sure to put it on the agenda and assign a Leader, rotating this role to give everyone an opportunity.

### Options for creating a Mission Minute:

- Rotate the Lead** - any member of the team, or even a customer, partner or stakeholder\*, can (and should) lead a Mission Minute.
- Share Media** - a news clip, video, or article that highlights your mission and impact.
- Tell a short Story** - about a time you saw your organization have a meaningful impact (e.g., on a specific beneficiary, customer, community, etc.)
- Bring your Values to Life** - Speak about one of your core values that you saw in action.
- Make it Personal** - Tell a personal story about your current connection to your mission.
- Use an Object Lesson** - Show an object that connects to your organization's mission.
- Share an image** - Something vivid that exemplifies or brings your mission to life.
- Hear from a Customer** - Ask a beneficiary or customer\* to share a short example of how your organization's mission benefited or impacted them.
- Share Feedback** - Read a positive letter from a beneficiary, customer, etc.
- Get Creative** - Come up with your own creative, inspiring ideas!! (share them with us!)

*\*Remember, beneficiaries, customers, etc., can easily be invited to participate virtually, if they are not already attending the meeting!*