

MANAGING VISION AND PURPOSE


2018 WFC SPRING LEADERSHIP SEMINAR
BEST PRACTICES FOR CHIEF FIRE OFFICERS AND EXECUTIVE STAFF

Harold D. Scoggins, Fire Chief
Seattle Fire Department



A NATIONAL LEADER IN RESPONDING TO AND PREVENTING EMERGENCIES WITH A COMMITMENT TO EXCELLENCE AND TEAMWORK


SHARING A FEW THOUGHTS ON...



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MISSION

"A mission statement is not something you write overnight, but fundamentally, your mission statement becomes your constitution, the solid expression of your vision and values. It becomes the criterion by which you measure everything else in your life."

Stephen Covey



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WE ALL HAVE ONE!

Microsoft: "To empower every person and every organization on the planet to achieve more."

Starbucks: "To inspire and nurture the human spirit – one person, one cup and one neighborhood at a time."

Costco: "To continually provide our members with quality goods and services at the lowest possible prices."

Netflix: "To entertain you at the heart of the Netflix experience."

Seattle Fire Dept: "To protect and serve the community with integrity, compassion, and courage."

Amazon: "Our vision is to be the most customer-centric company; to have the lowest prices; to make it easy to find everything you need; and to deliver results and/or the best customer service."

Fire Dept logo

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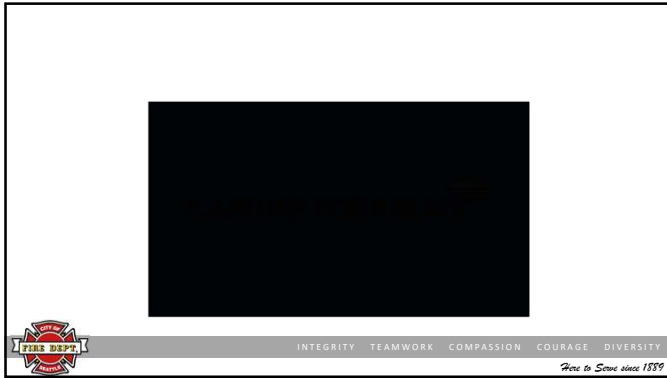
MISSION SETS THE COMPASS!

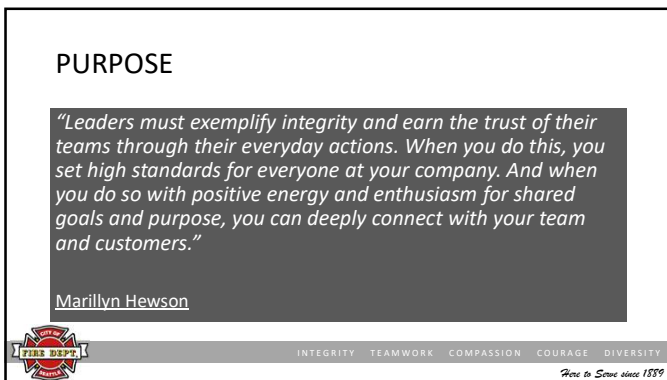
- Identifies an organization's purpose, values, philosophies, expression of belief by its members. True believers in its existence.
- It's the BIGGER Picture!
- Change, what?
- *What is your Mission?*
- *How is it communicated in your organization?*



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YOUR PURPOSE!

THE TWO MOST IMPORTANT DAYS IN YOUR LIFE ARE THE DAY YOU ARE BORN, AND THE DAY YOU FIND OUT WHY.

MARK TWAIN



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START WITH WHY, SIMON SINEK

Mission	Purpose
What we do	Why we do it
Operating a business	Sharing a dream
Strategic	Cultural
Inspirational	Aspirational (True North)
Creates "buy-in"	Instills "ownership"
Provides focus	Fuels passion
Building a company	Building a community
Laying bricks	Building cathedrals
Parking cars	Creating happiness



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THE BIG PICTURE



- Consistent communication of your purpose and vision is the big picture.
- Mission should drive Vision, how can we get better?
- A vision with passion behind it has the ability to ignite a movement.
- A clear vision is a means to employee engagement, we're "all in!"
- Allows us/them to be apart of something bigger than ourselves.
- A Vision can be transcendent.



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VISION

- Provides direction
- Identifies where we can go
- Identifies what you are trying to achieve, not necessarily how
- Should inspire & build momentum
- A guide in decision making
- Looking towards the future.



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VISION

- It makes you want to get out of bed each day.
- It can capture the idea that something is going to be different.
- A clear compelling vision makes this very moment important.
- It allows you to have an impact!


• What is one idea that you are driving towards today?





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COMMUNICATING THE MESSAGE



- We have to make the Vision inspiring.
- We have to be very intentional with our statements.
- It has to be practical, it has to make sense.
- Is it believable & reachable?
- It has to be visible.
- How do you communicate your organizations Vision?


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VISION

"The first step toward creating an improved future is developing the ability to envision it. VISION will ignite the fire of passion that fuels our commitment to do WHATEVER IT TAKES to achieve excellence. Only VISION allows us to transform dreams of greatness into the reality of achievement through human action. VISION has no boundaries and knows no limits. Our VISION is what we become in life."

Tony Dungy



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NOT HAVING PURPOSE & VISION...

- Lack of Trust
- Lack of clarity in direction
- Lack of full engagement
- Complacency
- Unfulfilled Expectations
- Cynicism and Pessimism
- ...



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PROVIDING CLARITY WILL REQUIRE...

- *Communication*, early and often...
- Building *Trust* and *Relationships*
- *Motivating & Inspiring* a shared *Strategic Vision*
- Being a "True Believer"
- Understanding an evolving *Culture & Environment*
- Understanding the down stream *Impacts*
- *Serving Others*



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AS A LEADER I MUST...

*Be a True Believer, have a Passion to serve and help see the Future.
And if I do...
I will have focus on our Mission, Purpose & Vision!*



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QUESTIONS?

*"If your actions inspire others to dream more, learn more, do more and become more, you are a leader."
John Quincy Adams*



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