

2/16/17

CULTURAL BRANDING

AZ COMMUNITY 2017

Pay attention to what you pay attention to

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WHAT IS BRANDING

- I. Branding is not a Logo
 - a. A brand is the total sum of an organization's various parts. Values, visual identity, products, services, positioning, premises, advertising and many other elements all contribute to the organization in the minds of its customers, prospects, employees, stakeholders and the general public.
 - i. A logo is central to an organization's visual identity. It acts as an identifier for the brand and gains more meaning over time. Whether a person has a positive or negative connotations upon seeing a logo depends on their previous experience with the brand and how they were made to feel during the sale process.
 - ii. The total sum of an organization is the organizations' culture, your logo does not dictate culture. Intentionally developing values, premises, positioning, and service strategies reflect on the company's product, marketing and advertising.

- II. Why should I be intentional about developing Culture
 - a. The Concept of Perfection
 - i. This concept will help you understand that there are very good reasons for why things are the way they are and why things happen the way they do.
 - ii. In this case: perfection doesn't mean things are working "perfectly" or "as desired." It means they are working *exactly the way we should expect them to work*, desirable or not.
 - iii. It's our behavior, decisions, and actions that are, logical, rational outcomes of our beliefs and thoughts.
 - iv. This cause – and – effect circumstances. The cause (our beliefs and thoughts) leads directly to the effect (our behavior, decisions and actions)
 - b. Pay attention to what you pay attention to
 - i. The DNA of your Youth Department is made up by your values, thoughts beliefs and actions.
 - ii. Your culture will evolve over time based upon the beliefs and thoughts of its leaders (cause), and that logically leads to **consistent** behavior, decisions and

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actions demonstrated by the parents, staff and students that live in the culture of your youth group.

- c. You have an existing culture – why not give it a destination

On the next page, we will discuss how to put together an organizational constitution. This will be the engine that will drive the culture of your youth group. Which will manifest into everything you do, it will ensure that your brand will reflect the values that you desire.

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Purpose Statement

Start with Why?

*People don't buy **what** you do, they buy **why** you do – Simeon Sinek*

Per Simeon Sinek, the fundamental difference between the **Apples** of the world and everyone else is that they start with **why**. He states, most companies start with **what** they do and then move to **how** they do it.

Although there is much more to his statements, in fact I encourage you to read his book, "Start with Why." I want to focus on this thought, **Start with why**. I think this speaks to the foundation of all we do. We must keep **Why** we do, **What** we do this at the center of it all. **What & How** are not unequal to **Why**, we just need to let the **Why** be the driving force of **What** we do and **How** we do it. So, the questions we must ask ourselves and answer are:

Why does my local Assembly need a Youth Department?

Why Does my City need a Youth Department?

Once we answer **Why**, we can begin to craft a purpose statement that is based on service to others. Giving of ourselves that others benefit, grow and develop. Let your Why guide you through the rest of this process.

So, let's get started.

Your purpose statement should clearly and succinctly describe what you do, whom you will serve, and what you are striving for: to what desirable end you are working for.

Here is CYM purpose statement:

Our purpose is to disciple students, with biblical principles, to live a spirit driven life and to inspire into leadership with unity, integrity, service and a teachable spirit.

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SOME QUESTION TO ASK

WHAT IS IT THAT YOU OFFER?

What is it that your department is going to offer?

WHOM ARE YOU FOCUSING ON SERVING?

What is the specific population you're trying to impact?

WHAT ARE YOU STRIVING FOR?

What is the desired impact beneficial impact of your applied services on your selected population?

Now pull the most compelling, impactful answers from each question into a single purpose statement that clearly describes your departments purpose.

This initial step will take time, some trial and error. Once you have drafted your purpose statement share it with your Pastor. Ask them if this rings true with his vision. Listen and refine.

Clarify Personal Values and Aligned Behaviors

Next, Formalize the values that will characterize your youth department at its best. When you're at your best, you easily live the principles that you hold most dear naturally and consistently. This section will help you identify the values that you would like to know for and that guide your most aligned plans, decisions and actions every day. And this section will help you identify the behaviors that, when you demonstrate them, indicate you're acting in alignment with your values.

We'll follow this format for your personal values and behaviors:

- Value: What word or phrase specifies the value you want to demonstrate?
- Definition: What exactly do you mean by that word or phrase? Define it crisply and succinctly so you understand what you mean by that principle.
- Behaviors: How will you model this value? Specify no more than four observable, tangible, measurable behaviors that you must demonstrate to keep to his value daily. Keep it simple, no more than 3 to 4 items.

Here are CYM values and their definitions. Note: you might have the same value, but different definition.

- Integrity: I am
- Learning: Teach me
- Unity: No one left behind
- Contribution: Can I help

Think about values or principles that you'd be proud to be known for. Identify 3 to 5 – keep it simple. Why? Because we are trying to create clarity about values and alignment to behaviors. Too long of a list of values or behaviors creates confusion.

A clear, succinct values definition helps people that interact with you by knowing what you mean by each of your own values. Define each of your values in desirable terms – say what it is, not what it isn't. You don't need to give examples – that will be covered in your specific valued behaviors for each value.

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ADD OBSERVABLE, TANGIBLE, MEASUREABLE BEHAVIORS TO EACH VALUE

The next important step in crafting your departments values is adding behavioral examples to each value.

Valued behaviors describe exactly how you want to interact with people in life, who you work with, and who you serve.

These behaviors define your playing field for great personal citizenship and great leadership. These behaviors are written in “I” statement form – they state how each staff and students will behave when modeling this value.

Here are some of CYM examples:

Value: Integrity

Behaviors

- *I am my word*
- *I am trustworthy*
- *I am consistent*

Value: Unity

Behaviors

- *I treat others, with dignity and respect*
- *I pray for my family, church family, friends and peers*
- *I don't judge or blame, I pray*

Identify your valued behaviors by brainstorming potential behaviors for each value. Note, use behaviors that you'd be proud to demonstrate while you are modeling this value. You cannot measure nor hold people accountable for what they, “think” or their “attitude” or what they “believe.” You can however, measure and hold yourself (and others) accountable for demonstrating acting on – clearly defined valued behaviors.

These questions may help you with your selection process.

- Is this an observable behavior? -
- Is this behavior measurable?

Now pull these important elements together. This pivotal piece of your personal constitution defines how you intend to behave in daily interactions.

Rewrite your values and definitions first as many as times as you need to bring clarity in your mind which is critical then add your identified valued behaviors, ensuring they outline tangible, observable, measurable behaviors for each value.

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So far you got a solid draft of your organizational values, definitions, and valued behaviors. This is a process you will need to socialize these ideas, sharing them with friends, family and team members. They may have clarifying questions that may prompt more wordsmithing of your statement

FORMALIZE YOUR LEADERSHIP PHILOSOPHY

The last piece of your organizational constitution is your leadership philosophy. Your organizational leadership philosophy is a statement of your beliefs about leading others, your intentions when leading others, and what others can expect of you in your leadership.

What are your beliefs about leading and motivating people? These beliefs will flow naturally from reflection about the people that have influenced you in your past and from your purpose and values.

The vital question to have in your mind as you craft your organizational leadership philosophy is, “Are you a servant leader or a self-serving leader?” You cannot be both its one or the other. If you’ve clarified your purpose, values, and beliefs. You’ll model servant leadership more consistently and frequently.

Let’s look at a CYM leaderships’ philosophy. This service mindset is one that we want all our leaders to live by.

Our leaders demonstrate love, courage, forgiveness, and commitment while connecting with and inspiring others to pursue Gods divine blueprint for their life.

An effective leadership philosophy is different that your organizational purpose, values and valued behaviors. While your leadership philosophy will be built upon the foundation your clear personal purpose and values statement creates, it is specific to your leadership intentions and efforts in your leadership role.

Your Leadership Philosophy won’t be simple, crisp, bumper sticker statement. It will likely take you some time, but it is time well spent. Pray, talk to your pastor, include your team. Remember we are simply trying to become what he wants us to become.

RESOURCES

The Culture Engine – S. Chris Edmonds

Start with Why – Simeon Sinek

The Difference Between Marketing & Branding- Article by James Heaton

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Purpose Statement

Our purpose is to disciple students, with biblical principles, to lead a spirit driven life and to inspire into leadership with unity, integrity, service and a teachable spirit.

Our Values

Value: Unity

Our Definition: No one left behind

Behaviors

- *I treat others with dignity and respect*
- *I pray for my family, church family, friends and peers*
- *I don't judge or blame, I pray*

Value: Integrity

Our Definition: I am

Behaviors

- *I am moral*
- *I am consistent*
- *I am my word*

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Value: Learning

Our definition: Teach me

Behaviors

- *I am teachable*
- *I am respectful*
- *I listen*

Value: Contribution

Our Definition: Can I help

Behaviors

- *I serve those around me*
- *I add value to my relationships*
- *I am willing*

Our Leadership Philosophy

Our leaders demonstrate love, courage, forgiveness, and commitment while connecting with and inspiring others to pursue Gods divine blueprint for their life.