

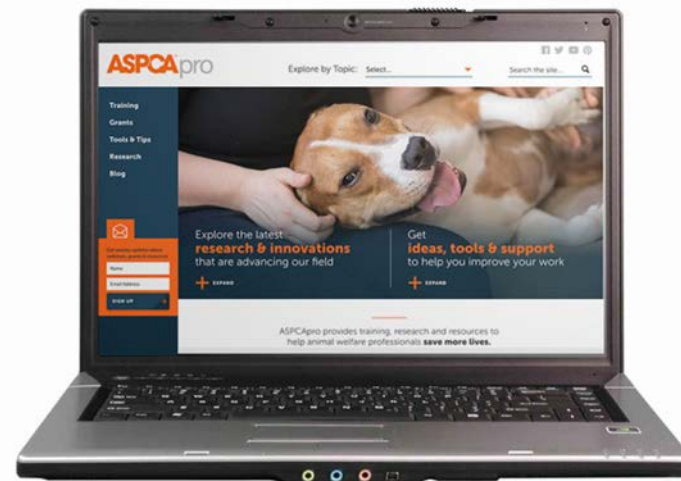
# The Power of Purpose: How Knowing What You Believe Will Increase Your Impact

## Enjoy the music!

The webinar will begin at its scheduled time.

Join the webinar using built-in computer audio or dial  
669-900-6833 or  
646-558-8656

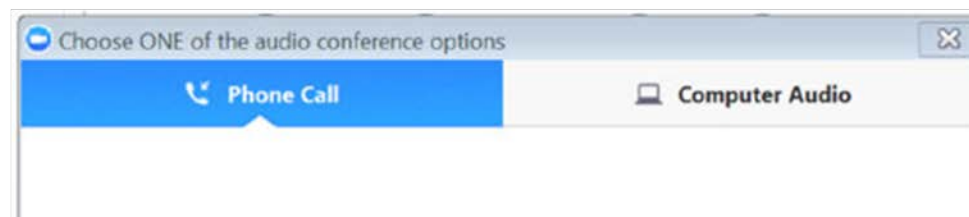
Webinar ID: 891-213-064





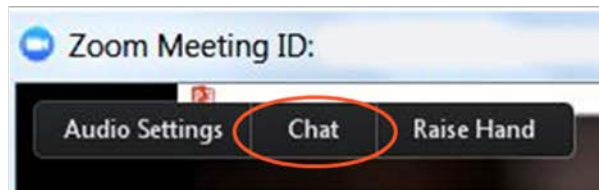
## How to Adjust Your Audio

1. Select “Audio Settings” at the bottom of your screen.
2. Choose whether you’ll join using computer audio or your telephone. We recommend computer audio.

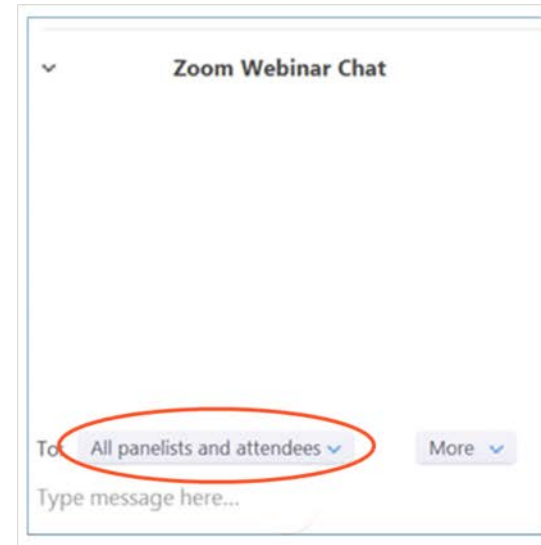




## How to Chat



1. Select “Chat” at the bottom of your screen
2. In the chat window, select “All panelists and attendees” to share your message with everyone in attendance







# The Power of Purpose:

How Knowing  
What You Believe  
Will Increase Your Impact



B.J. Rogers, CAWA  
Chief Communication Officer  
Emancipet



- **7 Clinics in Central Texas, Houston, & Philadelphia, PA**
- **Over 120,000 pets served annually**
- **350,000+ S/N surgeries since 1999**
- **In 2019 we'll serve our 1,000,000 animal in 20 years**











*Image Credit: Brandon Thibodeaux for the New York Times*

©ASPCA® All rights reserved





***Why does your organization exist?***



# START

HOW GREAT LEADERS INSPIRE  
EVERYONE TO TAKE ACTION

# WITH

SIMON SINEK

*New York Times bestselling author of *Leaders Eat Last* and *Together Is Better**

# WHY

Image Credit: <https://www.simonsinek.com>



## Clarity of WHY

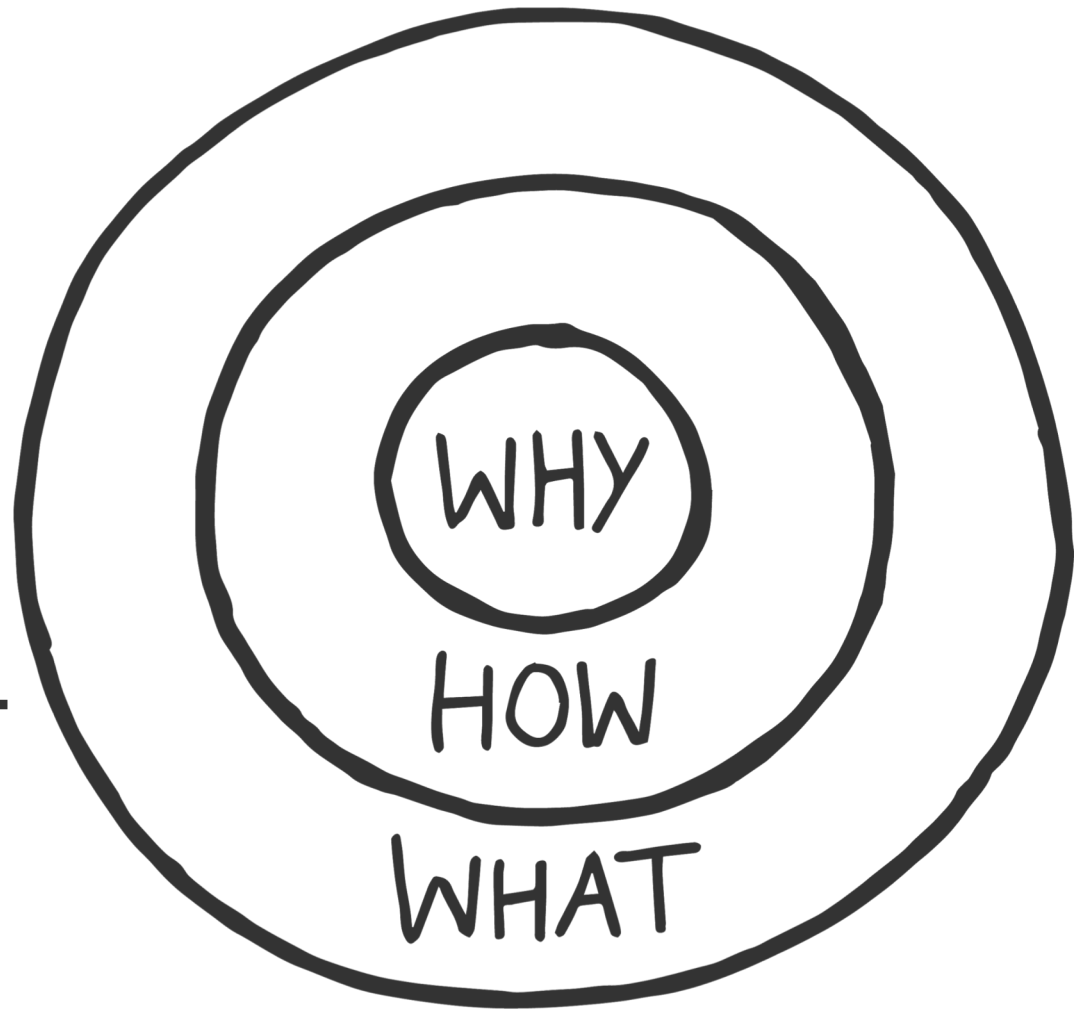
Your purpose, cause or belief.

## Discipline of HOW

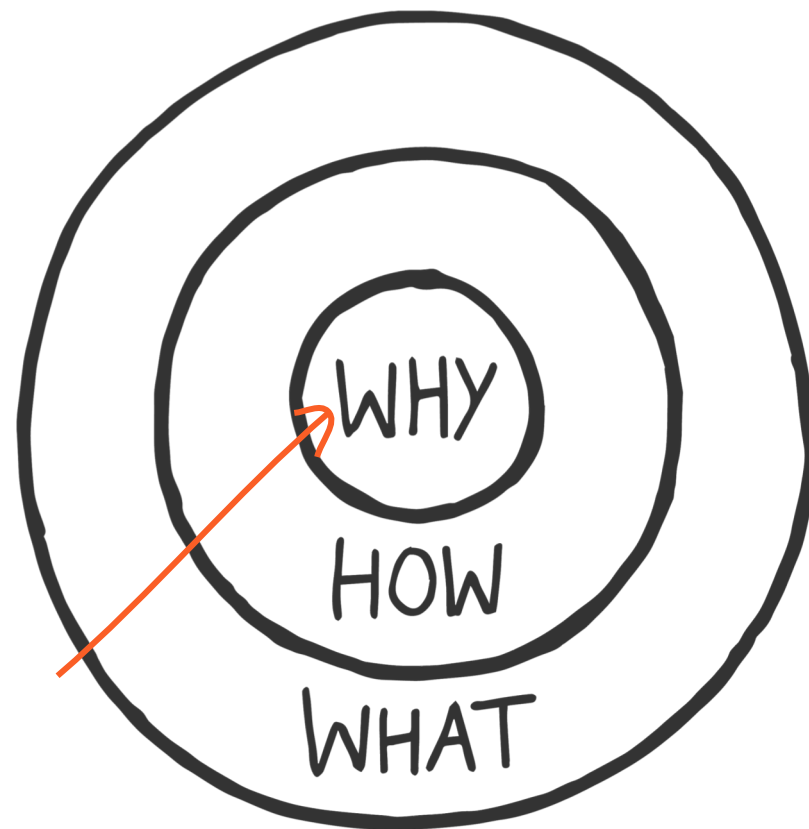
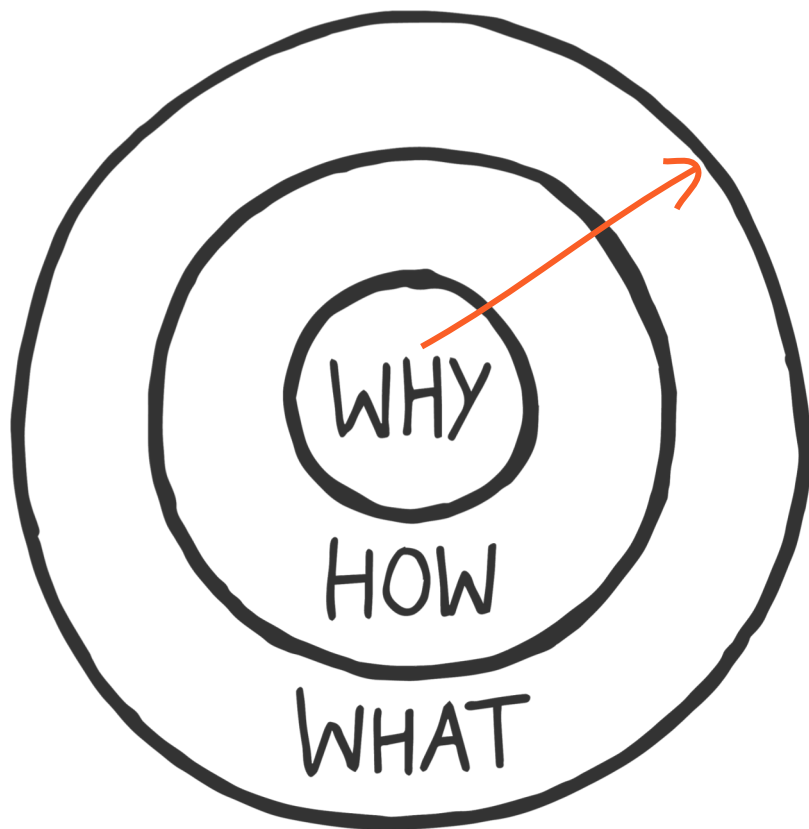
Your strengths, values or guiding principles.

## Consistency of WHAT

Products sold, services offered or your role at work.

















*We believe that people love  
their pets and will  
do what is best for them  
when given the opportunity.*







# WHO ARE YOU?

**How you articulate your organization's identity – your work, your what, your how, and your why – matters a great deal.**

**Too few of us take the time to do this. And we're missing out not only on the usefulness of this narrative once it's created, but on the process of its creation as well.**



## MISSION: WHAT YOU DO

Your mission is your action statement.

It's meant to communicate what you exist to *do*. It should start with the word "to," followed by a (short) description of what your organization strives to realize.







## **CORE VALUES: *HOW* YOU DO WHAT YOU DO**

Your core values are your *how* – they differentiate your service from others and tell people what it means to be a part of your organization.

They establish agreements about how your team and organization will behave.



## **BOTTOM LINES: YOUR FIXED FILTERS**

**Your bottom lines are those things against which you hold new ideas and opportunities.**

**They should exist in some deliberate tension and force you to ask hard questions when considering a change in direction.**







## **YOUR BELIEFS: WHY YOU EXIST**

**Your foundational belief statement is the most fundamental expression of why you do what you do.**

**More than any other element, this communicates who you are and what you care about most.**



# We believe. . .



**We believe that  
people love their pets  
and will do what is  
best for them when  
given the  
opportunity.**



# We value:

**Excellence**

**Optimism**

**Teaching & Learning**

**Compassionate Service**





# Our Bottom Lines:





# We're On a Mission. . .

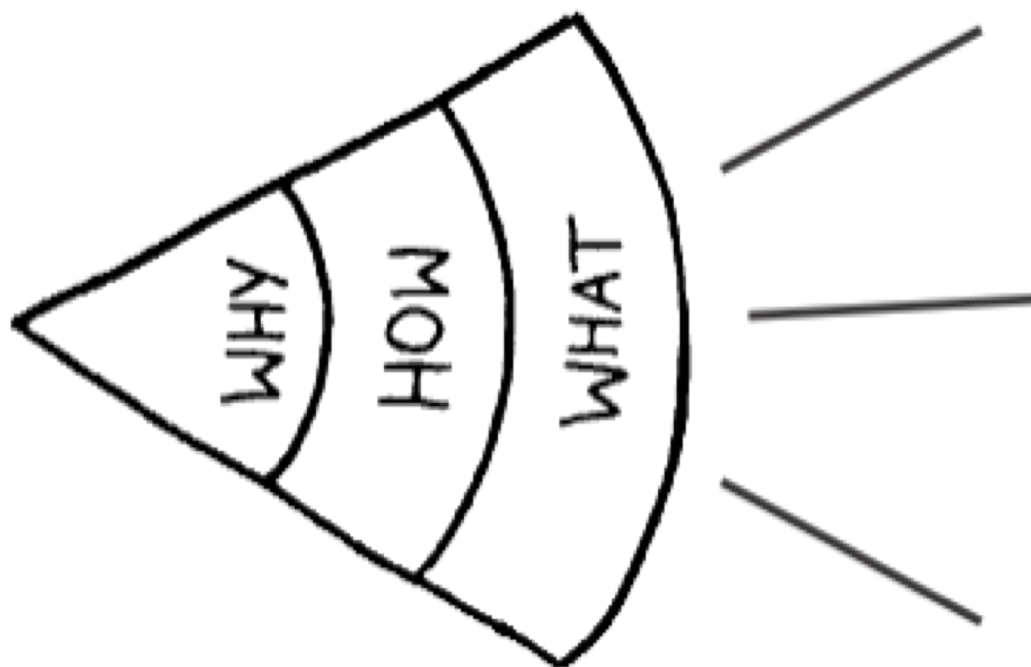
*. . .to make spay/neuter services  
and veterinary care affordable  
and accessible to all pet owners.*



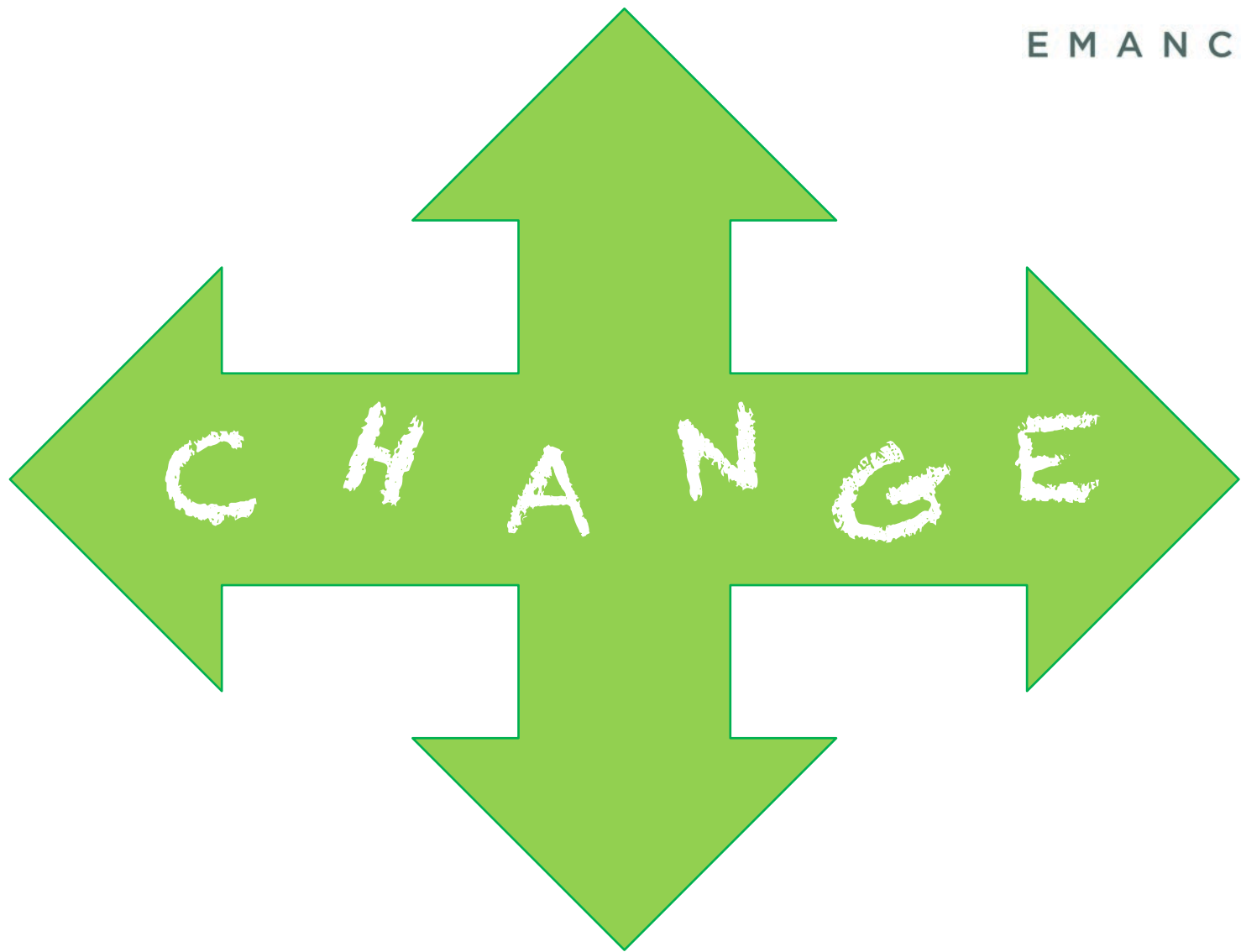


# PURPOSE









In a rapidly changing environment, clarity of purpose is critical



# 3

## Three Critical Questions

- Why?
- Why?
- And why?





***Why does your organization exist?***

*(Hint: Because we believe. . .)*





*Image Credit: StockSnap from Pixabay*



***“WE’RE WIRED FOR STORY...  
WE FEEL THE MOST ALIVE WHEN WE’RE  
CONNECTING WITH OTHERS... IT’S IN OUR  
BIOLOGY.”***

---

**Dr. Brene Brown**



We believe that people love their pets and will do what is best for them when given the opportunity.

EMANCIPET



We serve people and animals with kindness, warmth, and compassion.



We believe we are changing the world and approach our work with joy and positivity.



We empower ourselves and others by sharing information and encouraging learning.



We work hard to demonstrate care for our patients, clients, coworkers, and all stakeholders while striving for the best possible outcomes.



Quality  
Medical Care



Transformative  
Service



Sustainable  
Finance

Emancipet is on a mission to make spay/neuter services and veterinary care affordable and accessible to all pet owners.



# Questions?







EMANCIPET

**B.J. Rogers, CAWA**  
**Chief Communication Officer**  
**[bj.rogers@emancipet.org](mailto:bj.rogers@emancipet.org)**



EMANCIPET 20  
LOW COST. BIG HEART.

[www.emancipet.org](http://www.emancipet.org)

**ASPCA**pro  
aspcapro.org