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
Why does your organization exist?
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.
TELLING OUR STORY
We believe that people love their pets and will do what is best for them when given the opportunity.
TELL YOUR STORY
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.
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 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:

High-Quality Medical Care

Transformative Service

Sustainable Finance
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
Three Critical Questions

• Why?
• Why?
• And why?
Why does your organization exist?

(Hint: Because we believe...)
“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.

- 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.

Emancipet is on a mission to make spay/neuter services and veterinary care affordable and accessible to all pet owners.
Questions?
B.J. Rogers, CAWA
Chief Communication Officer
bj.rogers@emancipet.org

www.emancipet.org