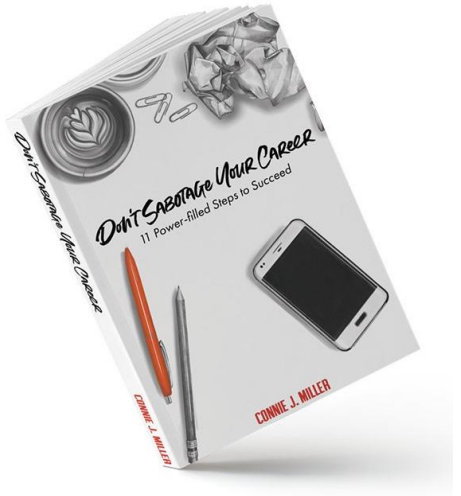
LEADING WITH MISSION TO GREATNESS

Presented by: Connie Miller

Owner, Credible Advantage



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Discovering the Path to Courageous Leadership

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TWO TYPES OF LEADERSHIP

Outcome-Based Leadership

- The leader has a primary focus on the **desired outcomes** and leads to develop an organization that will *produce the outcomes*.

Missional Leadership

- The leader has a primary focus on the **purpose of the organization, relative to those it serves**, and leads to develop an organization that will fulfill its purpose.

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OUTCOME-BASED LEADERSHIP

The leader has a primary focus on the desired outcomes and leads to develop an organization that will produce the outcomes.

This can be successful, but it **can <u>never</u> be great**.

- If goals are reached early, the team will tend to quit.
- If goals are not incentivized, they are often not reached.
- Organizations are mocked or create anger.
- Can become successful on whatever you focus on, <u>but that doesn't mean you will ever be great or awesome</u>.

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MISSIONAL LEADERSHIP

The leader has a primary focus on the purpose of the organization, relative to those it serves, and leads to develop an organization that will fulfill its purpose.

You're more likely to be successful and GREAT, which also creates financial performance wins.

- What about reporting how much money you have saved your customers this year instead of how many new accounts you added?
- **Leadership** is single handedly the delineating factor in effective culture changes in Missional Leadership. It requires intense focus on cultural attitudes, engaged employees, all to deliver outstanding service that benefits the organization.
- **Behavioral change is primary focus.**

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BECOME A MOVEMENT

Turn your organization into a **MOVEMENT**

Start Here!
Leadership Practices
Lead with Compelling Mission
Build Culture of Accountability AND Fun
Commitment to Who We Serve
High Performing Companies
Internal Team Results
Internal Culture Behaviors (Drive, Communication, Change Agents)
Employee Retention
Increased Succession Planning
Employee Surveys
External Customer Experience
Customer Loyalty
Exceptional Service
Product Dependability
Overall Experience
Financial Performance
Sales
Market Share
Productivity
Profit Margins
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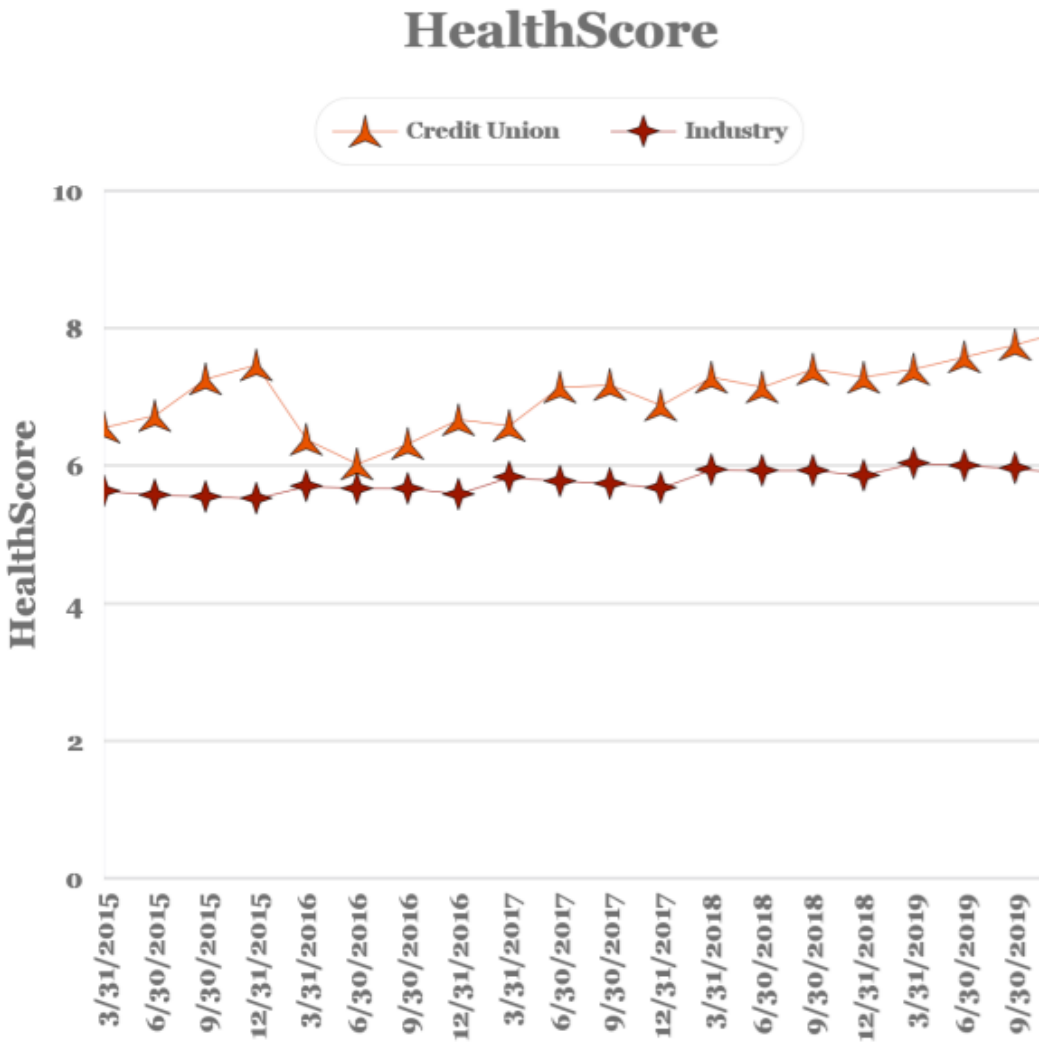
HealthScore
Credit Union
Industry
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Fun and Accountability

Ranked #7 from more than 5,400 credit unions for healthiest credit unions in the country.

Who wants change?
Who wants to change?

Thank You!!

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