



JOE MUSSELMAN

BUILDING TLC THRU 5 FORCES

Joe enables teams, leaders, and cultures to grow and become their very best. This is at the core of everything he believes. It's critical in times of reformation and renaissance for Founders, CEO's, and leaders to surround themselves with the right perspectives as quickly and often as possible. This is what Joe brings to companies and why he's been a value-add to every company he's ever worked alongside.

PROFILE

Through years advising and building early-stage companies, Joe Musselman has discovered important lessons about why a small number of companies succeed and why the vast majority fail. He has spent the past decade analyzing business and market trends, yes, but then he discovered the key and a critically under-appreciated characteristic trait of success:

The creation and alignment of five guiding and driving forces: Vision, Mission, Core Values, Guiding Principles, and Ethos.

Joe Musselman helps build and strengthen companies using these Five Forces as a filter and starting point for every interaction with any organization.

He seeks companies working to attract, grow, and retain exemplary teams, leadership, and culture (TLC), and then invests his time and talents to ensure they have a rock solid foundation built around the Five Forces

EXPERTISE

The 5 Forces

- Architect Vision
- Discover Mission
- Design Core Values
- Translate Guiding Principles
- Surface Ethos

PAGE 1 OF 2

Further description and learning objectives:

Architect Vision:

Teams, Leadership, and Cultures cannot go forth into the abyss, fight battles, and enter into the infinite game of business, service and responsibility without a *crystal clear* vision of the world they hope to create.

Discover Mission:

The mission is why we get out of bed in the morning. It's our purpose, worthy cause, or belief. It must inspire; it's how we attract, forge, and build strong Teams, Leadership, and Cultures. A mission's sole purpose is to attract the *right* people into your organization to support the vision architecture.

Design Core Value Set:

Core Values guide how we think, act, feel, and communicate into our day-to-day. They are distinct and set us apart from everyone else. They act as the internal compass, our core's compass, and define how we lead our people, families, and day to day lives. Leaders must *design* a moral filter for their organization, one that guides decisions, behaviors, every day toward the mission, forcing the vision architecture into reality.

Translate Guiding Principles:

Guiding Principles become the written truths, underlying assumptions (defined), behind the actions of the true believers in the vision, mission, and core values of the organization. Throughout time, guiding principles translate into the day to day behaviors, a actionable moral framework, one that guides decision making, in the moment, day-to-day and inspires the right actions.

Surface Ethos:

We define Ethos as: The unspoken moral nature or the characteristic spirit of a person, community, or culture as manifested through its beliefs and aspirations. Ultimately creating the world you envision and hope to achieve, together.

Product Details: (audience size, what will the participants experience, digital deliverables, IP deliverables, etc)