

## ***Personal & Professional Challenges For Top Executives***

Platitudes often fall flat in the business world. They are overused and lack meaning. It will help if you put purpose behind your words. A workplace that is driven by purpose and purposeful words will go a lot further than one that isn't. Intentional stories will encourage your employees to work harder and more efficiently.

## **The Job Of A Top Executive**

When you are named the top executive in your company, someone sees potential in you. It can fulfill an important job and take the company to a higher place. Your employees will be looking up to you and the decisions you make. They are listening to the words that you are saying to them.

As an executive, you need to find a way to lead and encourage your employees to be the best that they can be.

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What Are Your Personal & Professional Challenges?

## ***How To Build Your Organization's Identity***

Companies are no stranger to change. Things will always need to change for a business to grow and thrive. Otherwise, if they don't make the necessary changes, they'll end up shutting their doors.

One thing that helps an organization to survive is to get a clear idea of what their identity is. The identity of a company is the driving force behind everything they do, from customer acquisition to how operations are handled from the day to day.

Here is a look at how organizations can build their identity:

### **1. Create a Purpose Statement**

An effective purpose statement should be clear and concise. It should outline exactly what the company offers to their target audience. Not only should the employees understand the purpose of the company, but so should the potential customers.

Organizations can share their company's purpose statement by:

- Branding their website with the statement in mind.
- Share the information on their social media accounts.
- Create ads and messaging around the purpose statement.

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It's so easy to fall back on the platitudes that we are so familiar with. But, far too often those are meaningless words. Put forth the effort to mean what you are saying and make them have a purpose.

## What Is A Platitude?

Compliments and encouragement are a way to encourage your employees. As a top executive at your company, you are the driving force that keeps things going. When talking to your employees, it's easy to fall back on trite, overused, and meaningless platitudes. There are times there is a little bit of truth behind them, they are more of a cliché.

When complimenting and encouraging, put purpose behind your words. Don't use the same old sayings that have lost their meaning. Show your employees what they mean to you and encourage them to pursue the purpose.

## What Does It Mean To Have Purpose?

A business that is driven with purpose will improve much further. When executives rely solely on platitudes that sound nice to the ear, but lack concrete direction, the business will come short of its potential. Encouragement that is surrounded by concrete and precise direction will lead your company to higher levels than it has ever seen.

Platitudes are easy, they are already thought out but they are directed to a wide audience with a wide array of circumstances. Speak with purpose and your employees will rise to the occasion when clear direction is expressed. Leave the platitude to the greeting cards and speak with purpose.

We would love to hear your comments about this article or any of our previous articles. Please contact us today! ♦

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### Challenges For Top Executives



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- Educating new hires on the purpose statement and reminding them periodically.

## 2. Create Culture That's In Line With The Purpose Statement

Having a clear purpose statement is the first step in establishing an organization's culture. The leadership in the company has to set the tone for employees from the moment they walk in the door. To make sure that the culture is accepted, you must put processes in place that will keep everyone accountable on the way things should be done.

Regularly training your team on the company culture is also important. The more they are exposed to it and encouraged to accept it, the stronger representatives they will be for the company. Having a team that is all on the same page helps an organization to solidify their identity.

## 3. Work Individually With Your Employees

Just as much as you would invest in your upper management, you will want to invest in your front-line employees. The education you put together should address how an individual of the company can set goals and reach them. This could come in the form of quarterly check-ins where you help each employee get a clear idea of what they want to accomplish personally and professionally in the next quarter. Then, provide them the tools and training needed to get there.

To build your organization's identity, it all comes down to making sure that every employee and customers understand the organization's purpose. Also, that the employees adapt to the company culture and are given the one on one training they need to succeed. ♦

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## Benefits Of A Coach

Whether it relates to your career, business, or personal life, coaching can generate significant benefits.

Here are some examples of what people have achieved through coaching:

### In Business & Professional Practices –

- A clearer vision of purpose and competitive advantages
- Better control and direction of a fast growing Company or Practice
- Successful launches of new ventures
- Increased productivity, improved morale and greater creativity
- More customer referrals and better client relations



- Specific marketing, management and leadership objectives
- Development of a strategic business plan
- Avoided many killer mistakes
- Less staff turnover
- Significant entrepreneurial breakthroughs
- Assistance & direction in financings/ IPO'S
- Greater job satisfaction and balance

### In Your Personal Life –

- More success and significance in life
- The courage to follow your dreams
- More rewarding personal relationships
- Less stress, more peace and joy
- Better overall health and greater energy
- Higher self-confidence and risk tolerance

- Resolving and gaining mastery of money issues
- Successful career transitioning and life changes
- Higher quality of life
- Better communication and people skills
- A greater sense of purpose and meaning in life
- A more relevant spiritual life

A good coach simply helps you get much more of what you want in your business and personal life. A coach is your partner, your mirror in life, and is committed to your success. Think of a coach as a partner who assists you to win in the game of life! ♦

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