



Part of Something BIGGER

Why they **JOIN**, why they **STAY**, and why they'll **work harder** than they ever imagined they would

*“A visionary leader invited me into a business culture that made me believe that **anything was possible**. It was like someone pushed a turbocharger button on my career!”*

—Joe Buzzello

How **EXCITING** is your vision?

- Would it cause people to **JOIN** your team?
- What **type** of person is most likely to join you today?
 - Is that the person you actually want...or are you **“default”** hiring?

What **BIG purpose** are they going to be part of?

- What is the **MOVEMENT**?
- How do you **articulate** it?
- Is it enough to make them **STAY**?

What are the organizational **standards** for your team?

- How do you demonstrate/**communicate** those and how do you keep the **score**?
- Are your standards **BIG** enough?
