



**CLEARLY  
DEFINED  
GOALS**



**EMPLOYEE  
ENGAGEMENT**



**SHARED  
PURPOSE &  
STRATEGY**



# CASE STUDY: PURPOSE & STRATEGY FACILITATION

*Helping a vital community nonprofit come together around shared purpose and a unifying strategy.*

## THE PROBLEM: DISPARATE TEAMS & FUNCTIONS

For decades, this nonprofit organization has helped improve the lives of those in the community through several distinctive programs, each with its own unique audiences and functions. Over time, the organization's various teams have drifted away from their shared purpose and unifying goals, and looked to MindSalt to help them unite around a reinvigorated mission, vision, and values and strategic plan.

### AT A GLANCE

#### Challenges

- Lack of shared purpose
- No unifying goals
- Disengaged employees

#### Impact

- Shared purpose & strategy
- Clearly, defined goals
- Increased employee engagement

## THE SOLUTIONS:

### Updated Organizational Identity

Facilitated development of a refreshed mission, vision, and values to create clarity of organization purpose and spark camaraderie around shared goals.

### Strategy Alignment

Led development of revamped organizational strategy around new mission, vision, and values, priority goals, and anticipated outcomes.

### Communications Improvement

Conducted one-on-one interviews with key leaders throughout the organization to understand challenges and opportunities for more effective communication. Developed a phased organization-wide plan to improve communication effectiveness, staff alignment, and overall culture.

## THE IMPACT:

### Strategic Clarity

Revamped organizational direction and established goals to drive greater camaraderie, alignment, and community impact.

### Empowered Employees

Employees reported feeling more engaged and hopeful for the future of the organization and its impact.

### Shared Purpose

Now with a clear strategy, staff across the organization feel united around their shared purpose and strategy despite their various locations, functions, and audiences.



[This process] has given me the most hope that we are moving in a good direction. I can only hope that what I felt today will be the change that we will see from the inside out!  
- Staff Member

You contributed to a sense of hope for our team today, and I can't express my sincere and deep gratitude. This is HUGE! Together, we're inspiring change...for good.  
- Executive Director

