





Responsive Business & Franchise Attorney
Special Guest Laura Liss

**Strategic
Thinking: How To
Get Out Of The
Weeds & Fast
Track Your
Organization
(ACTT BLUEPRINT
MISSION)**

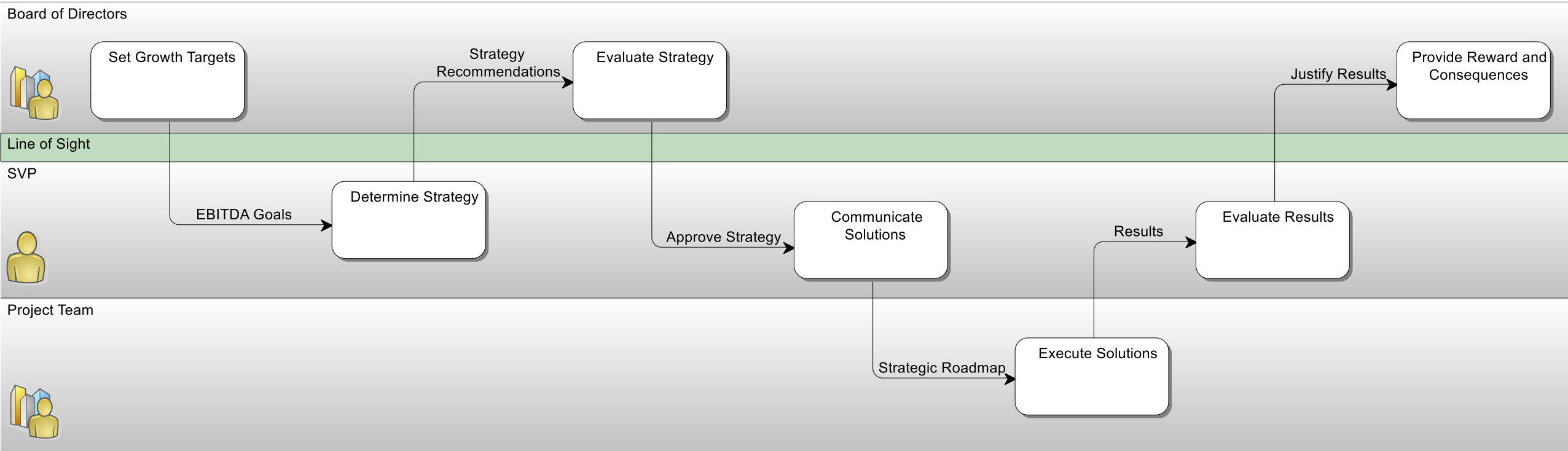
MISSION STATEMENT EXAMPLES

1. “To create life-changing wishes for children with critical illnesses.”
2. “To bring inspiration and innovation to every athlete* in the world.
*If you have a body, you are an athlete”
3. “To accelerate the world’s transition to sustainable energy.”
4. “We’re In Business To Save Our Home Planet.”
5. “We ignite opportunity by setting the world in motion”
6. “To prevent and alleviate human suffering wherever it may be found.”
7. “Connect the world’s professionals to make them more productive and successful.”



**Why Is
A Mission
Statement
Important?**

HOW STRATEGIC PLANNING MIGHT WORK IN YOUR COMPANY



CORE STRATEGIC COMPONENTS



INTENTION –
THE NEED FOR
ALL OF US TO
REMEMBER
WHY WE ARE
HERE.



ATTENTION –
TO KEEP THE FOCUS ON THE
BIG PICTURE INSTEAD OF THE
MOMENTARY THINGS THAT
ARE IN FRONT OF US.



A GOOD STRATEGY DOES NOT FAIL -
IT ISN'T ABOUT THE PLANS OR THE
TACTICS, THOSE WILL ALWAYS CHANGE.
IT'S ABOUT COMMITMENT TO OUR
PURPOSE AND KEY RELATIONSHIPS
AROUND US.



PROMISE

By the time you leave, you will have more clarity about your mission statement and how that aligns current organizational mission.



Nina Segura Every Day IS FRIDAY!



Dee Mullins



Belle Walker (she/her)



Rochelle Seltzer



Kristyn Brophy



Karyn Rhodes - Complete HR Solutio...



Cari CBLewis



Laura Liss, Franchise & Business Atto...



Becky Rehberg



Traci Miller



Lisa Pratt-Sanchez



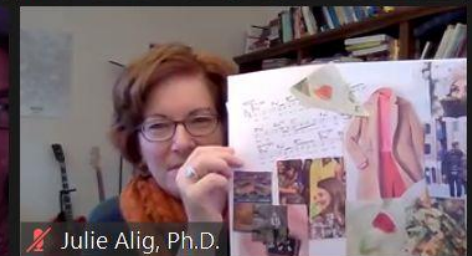
Becky Barton (she/her) | People415



Angela Sarver



Julia Longwell



Julie Alig, Ph.D.



faitholiver

Felicia Powell

Felicia Powell


THE WAY WE WORK

- WE ARE SUPER INTERACTIVE
- EACH MONTH, WE FOCUS ON 1 ASPECT OF MY BEST-SELLING BOOK – WHEN YOU ARE WITH US FOR A YEAR, YOU WILL HAVE A STRATEGIC ROADMAP TO KEEP YOUR GOALS ON TRACK
- MEMBERS - Chapter 3 [“Every Day Is Friday: The ACTT Blueprint For Leaders & Entrepreneurs,”](#) Page 98-99 Double-clicking on the **MISSION** SECTION.
- GUESTS - THIS MASTER CLASS IS THE 1ST STEP TO SEE IF OUR MEMBERSHIP MAY BE A FIT. 2ND STEP IS TO TALK ABOUT IT =WITH ME. THE WOMEN HERE HAVE AT LEAST 10 YEARS OF LEADERSHIP EXPERIENCE.
- CONFIDENTIALITY - RAISE YOUR HAND AGREE
- BE MESSY
- HAVE FUN
- BE VULNERABLE – LEAD AUTHENTICALLY
- TRUST LEADER WITHIN –INNER KNOWING





Mission Statement Components

- 
- 1. WHAT IS DONE TO ACCOMPLISH THE VISION**
 - 2. WHAT IS THE LONG-TERM IMPACT OF ACCOMPLISHING THE VISION**

MISSION STATEMENT

DO

- Imagine the day when your mission is accomplished.
- Keep it short & concise, so it rolls off the tongue easily.
- Think long-term value.
- Find out the thoughts of employees & others in terms of you/your existing long-term positive impact.
- Be courageous and edit or create a new mission statement to ensure it's precisely what it needs to be.

DON'T

- Don't forget to remember customers and people want to engage with brands that share their values.
- Confuse mission with value proposition.
 - A mission statement looks more toward your brand's cause and values.
 - A value proposition defines the benefit you provide to your customers and how you do it uniquely well.

HIGH LEVEL STRATEGIC EXAMPLE

Our vision is our intended direction and focuses on who we need to be.

A world where we inspire, influence, and empower one another while honoring our feminine nature and women in leadership.

Our mission is how we achieve our vision

Create collaborative conversations to connect company cultures and our world community.

Plan the work, work the plan, and measure results!

Employee Goals

Client Goals

Financial Goals

Process Goals

Every Day Is
FRIDAY

THE ACTT BLUEPRINT FOR LEADERS
AND ENTREPRENEURS



NINA SEGURA

Foreword by J.B. Glossinger of Morning Coach



HOW TO MAKE EVERY DAY FEEL FREE, FUN & FULFILLING LIKE A FRIDAY?

LAURA LISS

**Special Guest Laura Liss,
Responsive Business & Franchise
Attorney, Her Clients' Lighthouse,
Avid Home Chef, and Southeast
Asia Solo Traveler!**



MASTERMIND

PURPOSE OF MASTERMIND FOR YOU TO BRING A STRUGGLE AND LEAVE WITH A SOLUTION. CONFIDENTIAL. BE PRESENT. DON'T GIVE GOOD ADVICE -USE WISDOM.

1. INTRODUCE YOURSELF & YOUR COMPANY NAME
2. SAY IF YOU'RE A MEMBER
3. WHAT IS YOUR PERSONAL/COMPANY /DEPARTMENT MISSION STATEMENT, IF YOU HAVE ONE?
4. TO WHAT EXTENT DO YOUR ACTIONS ALIGN WITH THE MISSION(S) YOU MENTIONED?
5. HOW OFTEN DO YOU TAKE TIME TO THINK STRATEGICALLY ABOUT YOUR COMPANY / PERSONAL MISSION? WHAT WOULD YOU LIKE MORE OF AS IT RELATES TO BEING STRATEGIC AND GETTING OUT OF THE WEEDS?
6. **TIME PERMITTING, YOU CAN ALSO PROVIDE US WITH A TOPIC FOR WHICH YOU'D LIKE US TO COLLABORATE, SHARE RESOURCES, OR CROSS-POLLINATE IDEAS.**

”

I'M SO EXCITED TO BE AT THE BOD LEVEL, AND THIS DECISION WAS PERSONAL AS I NEEDED TO PUSH MYSELF TO GROW. THIS LEVEL PUSHES ME TO OPEN UP AND BE VULNERABLE, TO DIG DEEP INSIDE OF MYSELF AND GET IN TOUCH WITH MY HEART AND THE LEADER-WITHIN IN A SAFE COMMUNITY OF LIKE-MINDED WOMEN.

I RECOGNIZE THE VALUE OF STANDING IN YOUR FULL **POWER**, NEEDING TO MAKE TOUGH DECISIONS WITH **INTEGRITY** AND **COMPASSION** AS WOMEN IN LEADERSHIP. THESE WOMEN HAVE BECOME MY **CREW**.



MICHELLE
PINDER

JACKSON HEALTH SYSTEMS



ANGELA SARVER

ELLIEBLU HUMAN RESOURCES CONSULTANT

"I HELP SMALL BUSINESS OWNERS LINK THEIR BUSINESS STRATEGY WITH THEIR PEOPLE STRATEGY, SO THEY HIRE SMARTER, IMPROVE EMPLOYEE ENGAGEMENT, AND ACHIEVE BETTER RESULTS. AS AN HR CONSULTANT, I HELP SMALL BUSINESSES GET TO THE NEXT LEVEL."

WELCOME
ANGELA!

WomenLeadershipPower.com



FUN STUFF

LEADERSHIP BREAKTHROUGH RETREAT 03/01/23-03/03/23

ALIGN – INFLUENCE – TAKE ACTION

Best Program Spearhead Organizational Strategies, Disrupt & Transcend Organizational & Industry Norms & Are Ready To Accelerate Your Level Of Influence!

MASTER CLASS 3/7/23 830-1030am

WHAT IS YOUR IRRESISTIBLE VALUE PROPOSITION?"

As women, we often forget to know our value, own our power, and advocate for ourselves. This results in unmet expectations costing us time, energy, money and more importantly our own feelings of disappointment. In this session, we will discuss how you can have more clarity, confidence, and courage to command the price, salary, or funding you deserve – which is greater than you can imagine! special guest, Carol Boston Sales Coach

EVERY DAY IS FRIDAY DEEP DIVE 03/17/23 2-3:30pm

A full strategic roadmap for the year to keep you on track with your personal and professional goals. (ACTT Blueprint: ALIGNMENT Vision, Mission, Value Proposition)