



Ideal Advocates™ Drive Culture

Understanding how Ideal Advocates drive culture is central to growing healthy organizations. Who are Ideal Advocates you ask? These are the best ones, the ones who give more energy than they take. Some might call them their best employees, clients, stakeholders or customers.

In tandem to company culture, your own purpose is tied to whether or not you are an Ideal Advocate for your organization. Knowing your purpose can connect you to your organization in some powerful ways.

Ideal Advocates have three qualities: 1- Personal Connection, 2- Shared Experience, 3- Prepared to Share

Who You Work With:

Think of the best teams you have ever been part of, professionally and personally. What characteristics made them fantastic? Who you work with is key to how you connect to a company and generally how happy and engaged you are at your work. Picking the right team can truly change your outlook.

5 Positive:

5 Negative:

Who You Work For:

Think of the best bosses you have ever had. What characteristics made them so great? Who you work for is key to thriving in any organization. Your direct supervisor has more impact on your attitude than you think. The right one helps you grow, the wrong one can be detrimental. Picking the right manager to work for can truly change your outlook.





5 Positive:

5 Negative:

Culture influencers come in a few shapes:

In every organization there are both those who carry the culture and enhance it, and those who don't feel connected and therefore are actively disengaged. Knowing this can be extremely valuable to either moving you to be a connected member or toward an organization where you feel connected.

Which one are you? (check one):

Personal Advocate Profile:

My Needs:

What do you need - from your organization and in everyday life? What do you need to be a healthy and engaged member of your organization?

1. _____
2. _____
3. _____
4. _____
5. _____

My Frustrations:

What gets in the way of you being fully engaged and immersed in your purpose? Everyday struggles? Big-picture worries down to small issues and concerns?

1. _____
2. _____
3. _____
4. _____
5. _____

My Purpose:

Purpose connects us. Think of this as, "your why". What are your core passions and the things that get you most excited?

My Principles:

Principles guide us. List your core values, perhaps the principles that guide you and your family. Do these connect to your organization in any meaningful way?

My Pay Off:

What's on the line here? A pay-off is what you may be striving for, what you would love to see come out of a fully connected purpose and principles being realized. What's in it for you?

Ideal Advocates drive culture, culture drives organizations. People being fully connected and engaged can truly change the world. Want to keep being inspired? We'd love for you to stay connected with us as we explore impact.

Impact Insider

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