



DEFINING YOUR CORE IDEOLOGY



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“Just as individuals need to make a commitment to something larger than themselves, so does the organization. The organization is not an end in itself; it serves some larger purpose.”

– Perry Pascarelli and Mark Frohman
The Purpose Driven Organization

Core Ideology: A shared understanding of an organization’s reason for being, including the principles which communicate what is unique and important to the members of the organization.

Defining your Legacy

- The “Heart and Soul” of the organization.
- It is more than making money. It expresses the contribution the organization wants to make to its customers, employees, community or humanity.
- It is a legacy beyond profits.

1. Why does your organization exist?
2. What contribution do you make to society?
3. What are your most important non- financial objectives?
4. How would you describe your core ideology?
5. What is the reputation of your organization in your industry?
6. What is your reputation among our employees?
7. What is your reputation within the community?

