



Vision & Purpose

As a leader, we often find ourselves telling people "what" to do. Even our Team Members all know that to run a successful business there are certain tasks and responsibilities that need to be done every day. However, your team is looking for so much more from you. They want to know what they do matters, that they are part of a bigger purpose besides selling chicken.

Think through the following questions: (answer in your workbook)

- Can you think of a time where you were motivated to accomplish a goal? How did having a clear "why" motivate you to accomplish that goal?
- What are the challenges of a team that doesn't have a clear purpose and vision? How can that make your role more difficult as a leader?
- Do you personally think about how you are part of a bigger vision at Chick-fil-A Castle Rock? Why or why not? What could you do to get more connected with the mission of our business?

Our mission at Chick-fil-A Castle Rock is "To Live a Great Story by Building the Best Version of Yourself, Creating Moments of Care and Pursuing Constant Growth." If our mission is our "WHY" then our processes are our "HOW." They guide our actions in our business to ensure we are having a positive influence on those we serve each day.

Think through the following questions: (answer in your workbook)

- Identify one way in which you have seen someone working to build the best version of themselves.
- Are there any processes within our mission that you think you currently don't know enough about or understand?
- In what way have you seen our business pursuing constant growth? How can you help influence that?

TAKE ACTION

Like a cup with a hole in the bottom...Mission leaks! It isn't something that is shared once and then remains forever ingrained in your team's minds. It is something we have to talk about all the time and ultimately that you as a leader have to share and model each and every day. If you are passionate about our mission, not only will you be more excited about your work at Chick-fil-A, but your team will be more engaged in helping you achieve your goals as well. Try to see if you can take a step forward in each one of these aspects of our mission over the course of the next 30 days.

Please provide specific examples of what you did and what you can do for each of the following anchors of our Mission “to Live a Great Story by Building the Best Version of Yourself, Creating Moments of Care and Pursuing Constant Growth”:

- **Build the Best Version of Yourself –**
- **Create Moments of Care –**
- **Pursue Constant Growth –**