



*My View*

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## The Power of Our Mission

When I ask myself what factors are responsible for driving our growth and success over the last 25 years, one factor emerges as # 1. And that is what I will call the "Power of our Mission."

We are blessed with a compelling and powerful mission. Who can resist being drawn to an organization which provides compassionate support to survivors of tragedy during the worst hours of their lives? Our mission pulls at people's heart strings. It contains elements that draw others to us, including the 911 emergency-element and the neighbor-helping-neighbor aspect.

As compelling as our mission is it will not attract others if it remains just a "Mission Statement." We need to unlock our mission's potential. I look at our mission as an expensive gift that is gift wrapped. It needs to be unwrapped for others to see how wonderful it is. I believe the primary job of TIP Leaders is to "unwrap" our mission statement so that it comes alive. There are many ways leaders can unleash the power of our mission including the following:

- By being story tellers. The best way to bring our mission alive is with a brief vignette..."What we do is help 85 year old Mrs. Smith who finds her husband of 50 years dead. She's all alone at the worst time in her life." We all need our *Mary* vignette ready to relate at a moment's notice.
- By "call sharing" and by making call sharing a central activity at all of our CE Meetings, Board Meetings and Advisory Committee Meetings. There is nothing that brings our mission home and reminds us of who we are more than an actual TIP Call related by a TIP Volunteer.
- By making decisions with our mission in mind. Everything we decide to do should clearly be aligned with our mission (i.e., should help us help traumatized citizens).

Finally, to unlock the power of our mission and to attract others to it, we as leaders need to authentically live and breathe our mission. Others must see that our actions match our words, that we walk the talk. They must see in the decisions we make, in the programs and procedures we adopt and in the sacrifices we make leaders who are in TIP for no other reason than to serve our clients. In other words, they must be Humble Servants.

Wayne would like to hear your thoughts.  
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