

Purpose-Driven Leadership

NCASFAA Conference
Fall 2023

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THERE'S NOTHING MORE
POWERFUL THAN
A HUMBLE
PERSON WITH A WARRIOR
SPIRIT WHO IS DRIVEN
BY A BIGGER PURPOSE

**"I have not failed 10,000 times.
I've successfully found
10,000 ways that will not work."**

Thomas Edison

NCASFAA Mission Statement



“The North Carolina Association of Financial Aid Administrators (NCAFSAA) provides training and professional development opportunities to the financial aid community, advocates on behalf of financial aid professionals, and strives to promote educational access and choice for students.”

Inspirational Motivational Vision Statements

- ▶ **DISNEY**: “TO MAKE PEOPLE HAPPY.”
- ▶ **GOOGLE**: “TO PROVIDE ACCESS TO THE WORLD’S INFORMATION IN ONE CLICK.”
- ▶ **INSTAGRAM**: “CAPTURE AND SHARE THE WORLD’S MOMENTS.”
- ▶ **TARGET**: “TO HELP FAMILIES DISCOVER THE JOY OF EVERYDAY LIFE.”
- ▶ **NIKE**: “TO BRING INSPIRATION AND INNOVATION TO EVERY ATHLETE IN THE WORLD.”
- ▶ **TED**: “SPREAD IDEAS”
- ▶ **STARBUCKS**: “TO REFRESH THE HUMAN SPIRIT, ONE CUP, ONE PERSON, AND ONE COMMUNITY AT A TIME.”

What is YOUR Vision Statement?

“To earn a decent paycheck for my family and a good retirement for myself.”

“To process the financial aid applications that come across my desk.”

“To meet with students who haven’t done their part but want to know where their money is.”

“Track down support documents as necessary.”

“Calculate and explain to students their EFC.”

“Explain to students why they have to pay today because they didn’t apply early enough.”

“Explain to students what SAP has to do with it.”

“Explain to students why they have to get their parents’ taxes, even if they don’t live with them and haven’t seen them in years.”

“Explain to students why they may have to pay some of their financial aid back if they withdraw.”

“Explain to students why they are no longer eligible for financial aid.”

What COULD BE your Vision Statement?

“To help a devastated young mother find a way to attend college and restart her life after a deeply painful divorce.”

“To help a laid-off worker come back to school and learn a new skill that will enable him to find a meaningful second career.”

“To help a first-generation college student navigate the maze of obtaining financial aid and attending college.”

“To help that person who has been told that she is not college material to find the funds to attend school and prove them all wrong.”

“To help that veteran feel welcome and be awarded the educational funds he is due for his years of service to his country.”

“To help the minimum wage worker fund college and a new career when she doesn’t have any idea how to do it.”

“To help a nursing student obtain financial aid so she does not have to work 30 hours per week, greatly improving her chances of success in nursing school.”

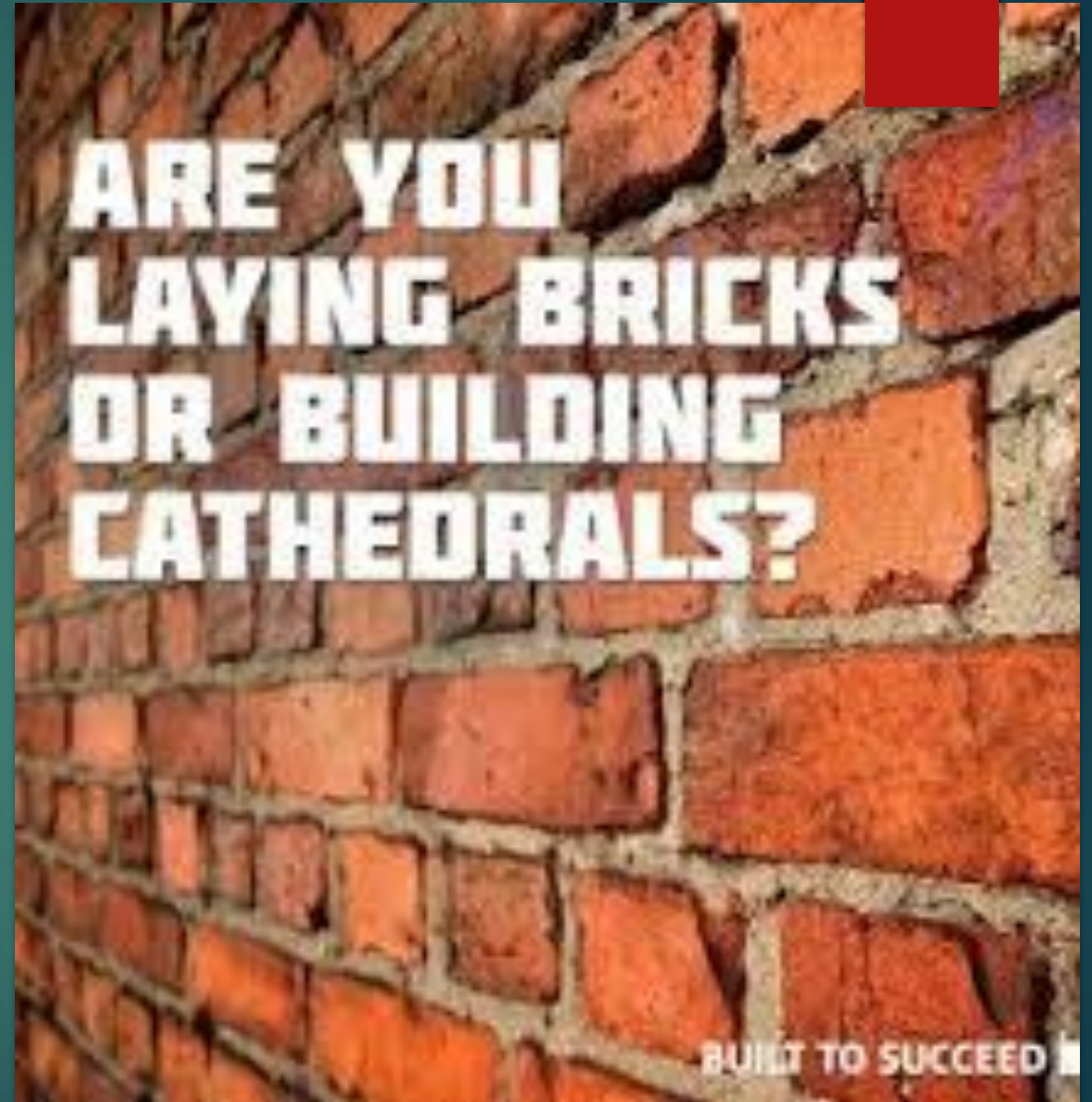
“To help award grants and scholarships to worthy students to help with the expense of their supplies, uniforms, and textbooks.”

“To help a struggling young single mother find funding for childcare so she can attend college.”

“To help this ‘working poor’ laborer finally take the biggest step he will ever take to move his family out of poverty.”

A man asked three bricklayers working side by side what they were doing:

- First bricklayer: “I’m laying bricks.”
- Second bricklayer: “I’m earning a paycheck.”
- Third bricklayer: “I’m building a cathedral where people can pray, sing, find peace, and worship God.”





CVS Mission Statement

Help people on their path to better health.

CVS Vision Statement

Help people live longer, healthier, happier lives.



CEO Larry J Merlo

How serious was that CVS purpose-driven decision?



- ▶ **100 MILLION FEWER PACKS** OF CIGARETTES SOLD IN THE FIRST YEAR
- ▶ HELPED **228 COLLEGES/UNIVERSITIES** BECOME TOBACCO FREE IN THE FIRST FIVE YEARS
- ▶ \$50 MILLION TO THE **"BE THE FIRST"** INITIATIVE
- ▶ \$10 MILLION TO **YOUTH SMOKING PREVENTION** STRATEGIES AND EDUCATION
- ▶ CEASE MARKETING RELATIONSHIPS WITH **TOBACCO ADVERTISERS**

Total Cost: \$2 Billion

Randolph Community College Budget-Driven vs Purpose-Driven?



Leading with Purpose

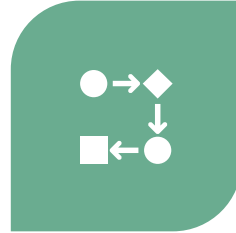
(Bernedette van Loggerenberg)



**DEFINE YOUR
PURPOSE.**



**COMMUNICATE
IT TO YOUR
TEAM.**



**ALIGN YOUR
ACTIONS WITH
YOUR PURPOSE.**



**EMPOWER YOUR
TEAM.**



**MEASURE YOUR
IMPACT.**

Leading with Purpose

1. Define Your Purpose

Summer Spanish-speaking
Missionary nurse



Leading with Purpose

2. Communicate It To Your Team

Creating Opportunities!
Changing Lives



Leading with Purpose

3. Align Your Actions With Your Purpose

The mission cannot just be a slogan on your webpage and publications. It has to be at the heart of everything you do!



Leading with Purpose

4. Empower Your Team

They will not serve the mission with passion until it is **THEIR** mission, not just yours.

You don't lead by having vision. You lead by inspiring your team to embrace it as **THEIR vision.**

Dr. Bob Shackelford



Leading with Purpose

5. Measure Your Impact

The assessment of all that you do should measure results as they relate to your purpose.



A Mission-Driven Leadership Personal Inventory

- Have I communicated the mission clearly to my team?
- Do I repeat it regularly for clarity and emphasis?
- Have I aligned my own actions and words around that mission?
- Have I specifically nurtured my team's buy-in to the mission?
- Is my team's effectiveness around that mission my most important measure?
- Do I have the personal and professional integrity to lead my team in this mission?

**Your team will follow the
mission you live much
more closely than the
mission you preach!**

Dr. Bob Shackelford



Motto for a Purpose-Driven Life

I am only one, but I am one.

I cannot do everything, but I can do something.

And what I can do and should do,

By the grace of God, I will do.

Bluefield College (1970)