

## MAGNETIC STATEMENTS

When employees feel strongly connected to the vision and clearly see how their role aligns with the strategic priorities, they feel valuable and motivated to do well.

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Setting organizational strategies and goals is only as valuable as they are clearly communicated.

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Leading the organization in collaborative goal setting and shared assessment of goal progress builds a community of trust and investment.

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Every communication is an opportunity to clarify expectations and scaffold employee achievement in alignment with the organizational goals.