

Leading with a Mission-Driven Culture | 6.8.21 | [EPISODE PAGE](#)

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Culture

- Purpose is intertwined with operations
- Culture supports mission and vice versa
- Culture is not impossible to build over Zoom but does take substantially more effort

People

- When mission is connected to giving and community, you attract the kind of person looking for that in their career
- In recruiting, main requirement is skills for the job, followed by the right mentality to work at a small and scrappy company; "perfection is the enemy"
- Screening for purpose: what questions are prospective employees asking in the interview? How dedicated are they to social causes? Are they committed to doing good in their daily life?
- At the end of the day, you're running a business - people need to be all in on that - that's table stakes
- Life is complicated - job is just one small part of your employees' identity; you must have the empathy to understand that they are likely juggling many priorities

Infusing Mission into Company Culture

- More than a box to be checked
- Understand what is authentic to your company; that will endure beyond fads
- Don't overdo it - make it simple and meaningful
- There must be a torch bearer: a committee, a department, various employees; who is moving this forward? There must be a champion
- Leadership must lead by example; demonstrate a desire to invest resources in order to facilitate employee passion

For the full recording, visit the [Future of Work](#) website or check out the Future of Work podcast on [Spotify](#), [Apple](#), or [Amazon](#).

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