

## Create the Repeatable Phrases That Guide Culture, Behavior, and Service in Your High-Growth, High-Impact Company

### What Are Impact Mantras?

Impact Mantras are short, meaningful, repeatable phrases that express your company's **internal culture in action**.

They are rooted in:

- Core Purpose – why you exist and the transformation you deliver
- 100-Year Vision – the world you're building over a century
- 10-Year Impact Goal – the primary outcome you aim to achieve in a decade
- Core Values – how you behave to succeed
- Mission – what you do each day to serve your purpose and vision

**Impact Mantras are meant to be used internally:** by your team, for your team.

They guide how you **speak, decide, serve, and lead**—especially in moments of stress, growth, or uncertainty.

They're not mere aspirational statements.

They're **cultural commitments**—alive in your daily language, actions, and tone.

### Why They Matter

**Impact implies action.**

It's not only about **what** we do, but the **intention** underpinning it.

Impact Mantras:

- Reinforce your most essential truths
- Guide your team's behavior without needing a rulebook
- Build consistency and cohesion across your company
- Strengthen identity, belonging, and service
- Keep your values alive as you scale

## Real Impact Mantras from Purpose-Led Companies of Substance and Scale

### Allumé Home Care

A pediatric home health company serving medically fragile children and their families. Here are some of their Impact Mantras:

- **“Surround every person you meet with Remarkable Care™.”** – This mantra shaped every interaction—with patients, teammates, referral sources, and families. It encouraged empathy, deep listening, and going the extra mile to meet needs that were often unspoken.
- **“How can I support you?”** – a default phrase in times of frustration, uncertainty, or challenge
- **“Listen for unspoken needs.”** – a reminder to attune to both verbal and nonverbal cues in caregiving and communication
- **“Catch people doing the right thing.”** – a call to shift the lens toward appreciation and celebration, rather than correction

These phrases guided not only clinical excellence but also the emotional tone of the company, contributing to retention, satisfaction, and cultural strength during rapid growth.

### How Women Lead

A national community of over 20,000 women leaders—C-suite executives, board directors, investors, and founders—led by Julie Castro Abrams. Here is their Community Credo (Mantras spoken at every gathering):

- Be fierce advocates for each other.
- Say yes to helping each other.
- Be unabashedly visible.
- Reinforce her voice.

These mantras aren't aspirational—they're embodied. They shape how women show up, support one another, and model a new standard of leadership. They also reinforce the organization's 100-Year Vision of radically increasing the power, visibility, and impact of women in leadership, investing, and governance.

### Title Nine

An athletic apparel brand for women, founded by Missy Park, built on the belief that “ordinary women do extraordinary things. Here are some of their company mantras:

- **“Our ‘models’ have day jobs.”** – a values-based rejection of conventional beauty standards, showcasing real women athletes, leaders, and moms
- **“Not all things that count can be counted.”** – a cultural reminder to value community, courage, and grit alongside business metrics
- **“Lead with strength. Follow with heart.”** – a reflection of the brand's dual emphasis on performance and authenticity

These mantras aren't used in advertising—they are part of daily conversations, hiring decisions, product design choices, and internal meetings.

## Process:

- PART 1 – CONTEMPLATION & DISCOVERY
- PART 2 – WHAT DO YOU BELIEVE – ESPECIALLY IN HARD TIMES?
- PART 3 - HOW DO YOU SHOW UP—NO MATTER WHAT?
- PART 4 - HOW DO YOU SERVE—AT YOUR VERY BEST?
- PART 5 - SELECT YOUR 5–8 CORE IMPACT MANTRAS
- PART 6 – ACTIVATE MANTRAS

## PART 1 – CONTEMPLATION & DISCOVERY

Surface the phrases, behaviors, and moments that already define your culture.

Before you begin drafting your mantras, use the 12 questions below to reflect individually or as a team. Collect your answers on the next page. They're designed to spark memory, emotion, and clarity—so you can name the language that truly reflects who you are and how you serve.

### 12 Questions to Help You Discover Your Impact Mantras:

1. What words or phrases already live inside your company?
2. What do you want your team to remember when no one is watching?
3. What do you want your newest hire to feel on their first day—and your longest-serving team member to feel on their hardest?
4. When your team faces failure, what mindset should guide how they respond?
5. What do your customers feel when your company is at its best?
6. What do you most admire when you witness one team member supporting another?
7. What would your most values-aligned customer say about what makes you different?
8. What do you want your team to feel proud saying out loud—at a party, to their family, or in an interview?
9. What simple behaviors, if repeated daily, would create the culture you long for?
10. What do you want your company's legacy to be—not just in what it built, but in how it built it?
11. How would you want your team to respond to a customer who is upset, afraid, or confused?
12. How would you want one team member to respond to another who is struggling?

Brainstorm your answers to the 12 questions here:

Contemplate what you wrote above. **Highlight the words and phrases** that have the strongest resonance for you.

## PART 2 – WHAT DO YOU BELIEVE – ESPECIALLY IN HARD TIMES?

Bring to mind your **Core Purpose**, **100-Year Vision**, and **10-Year Impact Goal**. These define the why and where of your company. Now articulate the core beliefs that anchor you in uncertainty, growth, or change.

***What do you believe to be true, even when times are hard?** Consider challenges you have already faced, or ones you see on the horizon. What do you want to remind yourself and your team during the hardest of moments to keep everyone on track?*

Examples:

*“Purpose fuels profit.”*

*“People over process.”*

*“Do the right thing, not the easy thing.”*

*“Keep moving forward.”*

*Write down your **behavior-base mantras** below.*

## PART 3 - HOW DO YOU SHOW UP—NO MATTER WHAT?

Turn to your Core Values. These describe how your company succeeds.  
Now translate them into phrases your team can use and live in real-time.

*How do we want everyone on our team to behave, especially under pressure? When someone is upset?  
When someone makes a mistake? When you're tired and want to give up? When no one is looking?*

Examples:

*"Assume best intent."*

*"Speak truth with kindness."*

*"Catch people doing the right thing."*

*"Own the outcome."*

Write down your belief-based mantras below.

## PART 4 - HOW DO YOU SERVE—AT YOUR VERY BEST?

This section centers on the emotional, cultural, and relational environment you want to create in your company—for your customers, and just as importantly, for your team.

Your Mission describes what you do every day to advance your Purpose and Vision. But how you do it—your tone, care, intentionality, and way of being—creates the actual experience of your company.

To sustain impact and growth, your team needs to feel safe, energized, seen, and supported. This section helps you uncover phrases that build trust, belonging, empathy, bravery, and momentum.

**What fosters great work, creativity, and collaboration within our team? What do we need to thrive, grow, and serve others with excellence?**

Reflect on:

- What motivates your team to take initiative?
- What makes it emotionally safe to take risks and try again?
- What words make room for both ambition and care, directness and kindness?
- How do we care for ourselves and each other—so that we can serve from a place of abundance, not depletion?

Examples of Internal & External Service Mantras:

- “Surround every person with Remarkable Care™.”
- “How can I support you?”
- “Make it easier. Make it kinder.”
- “Listen for what’s not being said.”
- “Refill your own cup first.”
- “Be generous with grace.”
- “We celebrate progress, not perfection.”
- “We rest so we can rise.”

Write down service-based mantras below.

## PART 5 - SELECT YOUR 5–8 CORE IMPACT MANTRAS

Review all your ideas.

Now choose the 5–8 mantras that best represent your truth and can become part of your company's language.

***Congratulations! You've crafted your Impact Mantras!***  
***Be sure to add them to your [4-Page Growth Plan™](#).***

## PART 6: ACTIVATE MANTRAS

The final step is to select 3 ways to activate your Mantras. Bring them to life. Make them real. Use them every day.

Here are examples:

- Begin each meeting with a mantra
- Add them to onboarding and training
- Feature them in internal channels or dashboards
- Print them on notecards, mugs, or laptop stickers
- Rotate one mantra per week in team check-ins
- Celebrate moments when someone lives one out loud
- Invite team members to submit new mantras
- Reflect on a different mantra each month
- Include them in customer service scripts or review tools
- Ask: “Which mantra did we embody today?”

Select the **three actions** you can take (or delegate) in the next month to activate your new Impact Mantras.

1.

2.

3.



## Order the Book

- The Force for Good (FFG) System™ is designed to amplify scale, profit, and cash flow through alignment of purpose, values, and vision.
- It is a transformational flywheel accelerating the vision and success of your company.
- The tool above is part of the Force for Good System™ shared in the book.
- Order the book and receive the full FFG Toolkit today.

[www.aforceforgood.biz/book](http://www.aforceforgood.biz/book)

## Elevate Your Growth Potential

- Scoring 80 or higher reveals immediate opportunities for exponential growth.
- Complete the assessment to pinpoint where to channel your energy and expertise for rapid acceleration.

[www.aforceforgood.biz/quiz](http://www.aforceforgood.biz/quiz)



## Growth Accelerator

- Step-by-step guidance to install the elevated system of perpetual growth.
- The flywheel to help you and your team accelerate:
  1. **Impact** – The good your business brings to the world
  2. **Scale** – Your company purpose actualized at the level you envision.
  3. **Profit** – Ensuring sustainability and prosperity for all stakeholders.

[www.aforceforgood.biz/accelerator](http://www.aforceforgood.biz/accelerator)



## The *Three Essential Tools* of the Force for Good System™

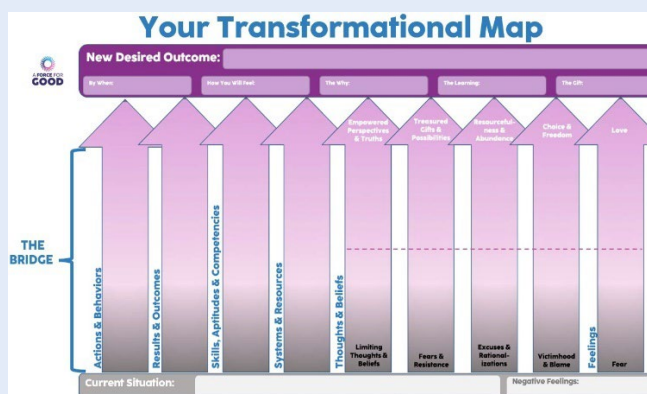
- The **4-Page Growth Plan™** restores your power as a leader. It reminds you that you and your team already have what you need to take the next brave step.
- In four pages is everything you need to know to unlock the puzzle of growth in your business.
- The visual summary of the Transformational Flywheel, customized for your company.

[Download 4-Page Growth Plan™](#)



**The 4-Page Growth Plan™**

A FORCE FOR  
**GOOD**  
BUSINESS



- Your **Transformational Map** helps teams grow – from inside out.
- Growth requires change. The map unlocks the hidden, unconscious reasons why we resist change.
- Helps you step into your role as a Transformational Leader.
- Each business breakthrough becomes a path to both business growth -- and personal growth for leaders and teams.

[Download Transformational Map](#)

- The **Seven Rituals of Innovation™** spin the transformational flywheel of your business.
- Specific daily, weekly, monthly, quarterly, and annual rituals together with your team.
- Redirecting you and your team back to what is most important, these moments accelerate the path to your vision.

[Download the Seven Rituals of Innovation™ Handbook](#)

