

Example – ABC Integration Company

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

Example – ABC Integration Company

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.

Your Impact Mantras Developer™



Example – ABC Integration Company

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

Example – ABC Integration Company

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?

Example – ABC Integration Company

Brainstorm your answers to the 12 questions here:

1. What words or phrases already live inside your company?

- "Precision matters."
- "We deliver clarity, not confusion."
- "No rework required."

2. What do you want your team to remember when no one is watching?

- Your work speaks before you do.
- Respect the trust our clients place in us.
- Integrity is measured in the details.

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?

- Valued. Capable. Aligned.
- Confident they're in the right place.
- Supported to grow, not expected to know everything.

4. When your team faces failure, what mindset should guide how they respond?

- Own it. Fix it. Learn.
- Speak the truth, even if it's hard.
- Progress beats perfection.

5. What do your customers feel when your company is at its best?

- Confident. Certain. Respected.
- Calm and in control.
- Like the smartest person in the room.

6. What do you most admire when you witness one team member supporting another?

- When they jump in without being asked.
- When they teach without condescension.
- When they make others feel smart and successful.

7. What would your most values-aligned customer say about what makes you different?

- "They understand how high the stakes are—and they deliver every time."
- "They make my job easier. And they make me look good."
- "They think like a CFO."

8. What do you want your team to feel proud saying out loud?

- "We make complexity simple."
- "Our software makes people feel smarter."
- "We give leaders confidence to act."

Your Impact Mantras Developer™



Example – ABC Integration Company

9. What simple behaviors, if repeated daily, would create the culture you long for?

- Double-check the details.
- Ask: "Is this making life easier for the client?"
- Respond quickly and respectfully.

10. What do you want your company's legacy to be—not just in what it built, but in how it built it?

- Known for uncompromising clarity and integrity.
- A place where excellence and humanity coexisted.
- A company that elevated the people who used it.

11. How would you want your team to respond to a customer who is upset, afraid, or confused?

- Listen without interruption.
- Reassure with facts.
- Leave them feeling calmer than when they arrived.

12. How would you want one team member to respond to another who is struggling?

- Step in. Don't wait to be asked.
- "How can I support you?"
- Celebrate the courage to ask for help.

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

Example – ABC Integration Company

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.*

- “We deliver clarity, not confusion.”
- “Own it. Fix it. Learn.”
- “Complexity is not an excuse—make it simple.”
- “Give others confidence to act.”
- “Clarity is a form of care.”
- “Is this making life easier—for the client and for the team?”
- “Every detail is a chance to build trust.”

Your Impact Mantras Developer™



Example – ABC Integration Company

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.

- "Jump in without being asked."
- "Teach without condescension."
- "Make others feel smart and successful."
- "Double-check the details."
- "Speak up early, not after it's too late."
- "Listen without interruption."
- "Celebrate the courage to ask for help."
- "Stay curious. Stay kind. Stay sharp."

Example – ABC Integration Company

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.

- “Make complexity simple.”
- “Give others confidence to act.”
- “Make others feel smarter.”
- “Is this making life easier—for the client? For the team?”
- “Leave others feeling calmer than when they arrived.”
- “Clarity is how we show we care.”
- “Our service is measured in how others feel after working with us.”
- “When they trust us, they trust themselves.”

Example – ABC Integration Company

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.

- "Deliver clarity, not confusion."
- "Own it. Fix it. Learn."
- "Jump in without being asked."
- "Teach without condescension."
- "Make others feel smart and successful."
- "Make complexity simple."
- "Give others confidence to act."
- "Ask: Is this making life easier—for the client and the team?"

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

Example – ABC Integration Company

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. Begin weekly team meetings by reflecting on one mantra—and sharing a real story that embodies it. Add it to our standing agenda.
2. Embed each mantra in our onboarding and training deck, pairing each with a mini-case or customer moment. Assigned to Candace, HR Director to be completed by next Friday.
3. Launch a monthly “Mantra in Action” recognition—team members nominate a peer who brought a mantra to life. Ahmed is the owner of this. The winner each month will be announced at Town Hall and be added to our wall of winners we keep on our team portal. The winner receives a 12-pack of chocolate covered strawberries