

Example: Savvy Kids 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

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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.

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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?

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Brainstorm your answers to the 12 questions here:

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

- "Every child can learn."
- "Let's make it fun."
- "Confidence starts with small wins."
- "Tools that teach and delight."
- "Simple moments, big milestones."

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

- We're not just selling toys—we're building confidence.
- Our customers are moms and moments, not just metrics.
- A tiny success can be a life-long memory.

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?

- Inspired by the mission.
- Proud of the purpose.
- Connected to the impact.
- Supported and seen.

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

- Learn out loud.
- Try again—just like our kids do.
- Progress over perfection.
- Make it lighter, make it kinder.

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

- Encouraged.
- Relieved.
- Seen.
- Like "I've got this—and so does my kid!"

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

- They celebrate the small wins.
- They lead with laughter.
- They listen with heart.

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

- "Savvy Kids made something that made my life easier—and my child feel proud."
- "This product actually teaches. And it's fun!"
- "They get what it means to be in this season of life."

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

- "We help kids believe in themselves."
- "We help parents breathe a little easier."
- "We turn everyday struggles into joyful wins."

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

- Celebrate progress—not perfection.
- Make it fun.
- Always ask: "Is this helping a child grow?"
- Say thank you—often and out loud.

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

- A company that grew children's confidence—and reminded parents they were doing a great job.
- A brand that centered joy and learning.
- A culture that was kind and curious.

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

- Start by listening with empathy.
- Affirm their good intentions.
- Offer real help, simply and kindly.

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

- Step in with encouragement, not ego.
- Normalize asking for help.
- Celebrate the courage to try again.

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

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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.

- “Confidence starts with small wins.”
- “Let’s make it fun—even when it’s hard.”
- “Try again—just like our kids do.”
- “Make it lighter, make it kinder.”
- “A tiny success can be a life-long memory.”
- “Simple moments can create big milestones.”
- “Every child learns in their own way—and their own time.”

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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.

- "Celebrate small wins."
- "Say thank you—often and out loud."
- "Step in with encouragement, not ego."
- "Affirm their good intentions."
- "Normalize asking for help."
- "Ask: 'Is this helping a child grow?'"
- "Offer real help, simply and kindly."
- "Help others believe in themselves—and breathe a little easier."

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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.

- “We turn everyday struggles into joyful wins.”
- “Make life easier for parents and kids.”
- “Help others feel proud of what they’ve done.”
- “I’ve got this. You’ve got this.”
- “Joy is a tool. Delight is a strategy.”
- “Fun is how we build trust.”
- “Encouragement is our default setting.”
- “Every product is a confidence-builder in disguise.”

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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.

1. "Let's make it fun."
2. "Confidence starts with small wins."
3. "Try again—just like our kids do."
4. "Celebrate small wins."
5. "We turn everyday struggles into joyful wins."
6. "Help others believe in themselves."
7. "Offer real help, simply and kindly."
8. "Say thank you—often and out loud."

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

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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 all team huddles with the mantra “Let’s make it fun,” followed by one story of a joyful customer win. Add to the Huddle agenda. Delegated this responsibility to Marie. This will begin tomorrow.
2. Create a “Tiny Wins, Big Magic” wall where team members post customer stories or internal successes tied to a mantra. Delegated to Marcello. He is putting up a cork board with pre-printed fill-in-the-blank notes. Everyone who posts a note is entered into a monthly raffle for a \$100 gift card.
3. Design a set of mantra cards to include in onboarding kits, with prompts like: “How did you help someone feel proud today?”