



A Force for Good

What Are Your Impact Mantras?

Select Phrases that Guide Culture, Behavior, and Service as You Scale Impact and Profit

Impact Mantra Developer™

Your Impact Mantras Developer™



Your Impact Mantras Developer™



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Your Impact Mantras Developer™



Develop your answers to the 12 questions here.

Large blue rectangular area for writing answers.

Considerations when you write above. Highlight the words and phrases that have the strongest resonance for you.

Page 1

Your Impact Mantras Developer™



Your Impact Mantras Developer™



Your Impact Mantras Developer™



Your Impact Mantras Developer™



PART 5: SELECT YOUR 5-6 CORE IMPACT MANTRAS

Review all your ideas. Now choose the 5-6 mantras that best represent your truth and can become part of your company's language.

Large yellow rectangular area for selecting mantras.

Congratulations! You've crafted your Impact Mantras! We want to see them in your LinkedIn bio and on your website!

Page 2

Your Impact Mantras Developer™



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 Mantras to onboarding and training
- Include Mantras in internal messages or newsletters
- Write Mantras on notebooks, sticky, or laptop screens
- Recycle one mantra per week to learn check-ins
- Considerate Mantras when customers face our best tool
- Invite team members to submit their mantras
- Refocus on an off-brand mantra each month
- Include Mantras in customer service scripts or welcome books
- Add "Impact Mantras" to our website footer

Select the three actions you can take to integrate in the next month to activate your new Impact Mantras.

Large blue rectangular area for selecting actions.

Page 3



Ask Yourself

- Do you long for a culture where every decision reflects your deepest beliefs—without micromanagement?
- Is there a gap between your company's values and how your team actually behaves—day to day, with customers and each other?
- Would your newest hire and most senior leader describe your culture the same way?
- Do you have shared language that unites, uplifts, and empowers your team at scale?

If your vision is to grow a thriving company where kindness and performance go hand in hand, Impact Mantras™ can help you make it real.

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What Are Impact Mantras

Impact Mantras™ are short, repeatable phrases your team uses internally to guide culture, decision-making, and behavior.

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

Grounded in your **Core Purpose, Vision, and Values**, these phrases aren't aspirational.

They're cultural commitments—spoken truths that make your ideals real in everyday work.

When used consistently, Impact Mantras help you grow a thriving company where **kindness** and **performance** go hand in hand.



What Makes a Mantra?

- Short, repeatable phrases used internally by your team
- Grounded in Core Purpose, Vision, Impact, and Values
- Designed to be emotionally resonant and easy to remember
- Prompt aligned action in the moments that matter most – *stress, conflict, uncertainty, change, and growth*
- Internal, culture language—not marketing copy
- Some may remain constant; other may evolve for a challenge, season, or campaign
- Guide how your team speaks, decides, serves, and leads

**Impact Mantras make culture operational.
Not just aspirational.**



A Higher Purpose

As a founder, you are shaping more than a company.

- You are building a micro society —a living culture that can operate with more *kindness, coherence, and excellence* than the larger one.
- Impact Mantras™ give you the tools to create that culture—with clarity, care, and commitment.

You offer your team—and the world—a new blueprint:

A way to work that honors each person's **brilliance**, fosters true **belonging**, and aligns **success** and **prosperity** for all.

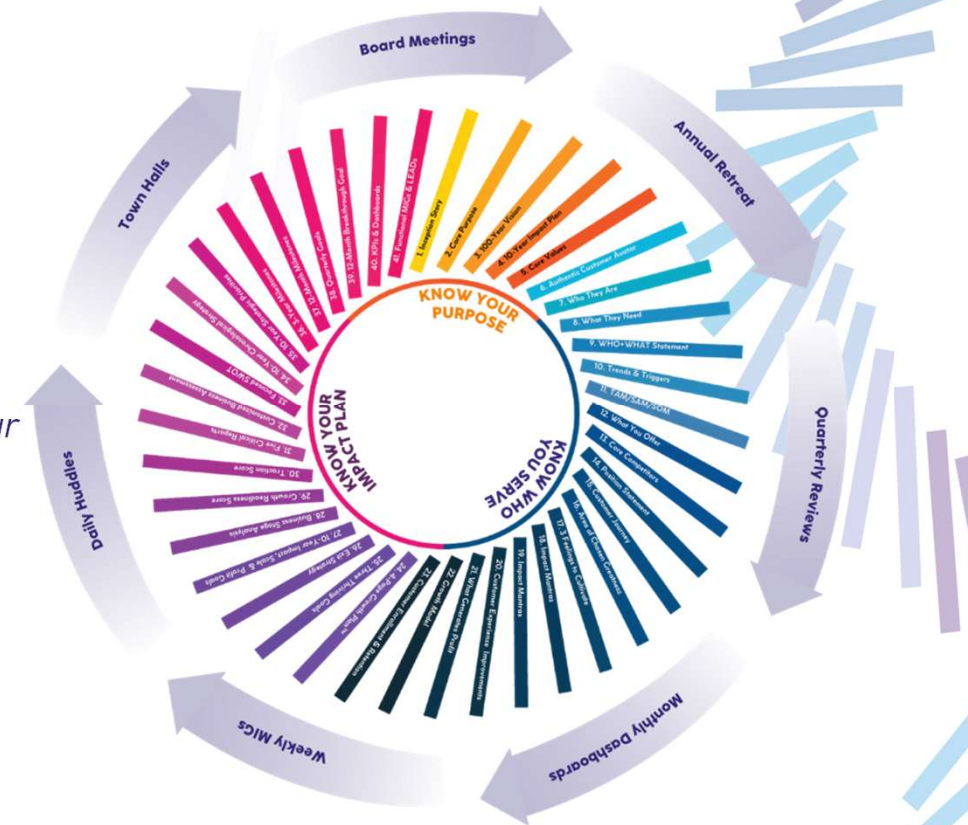
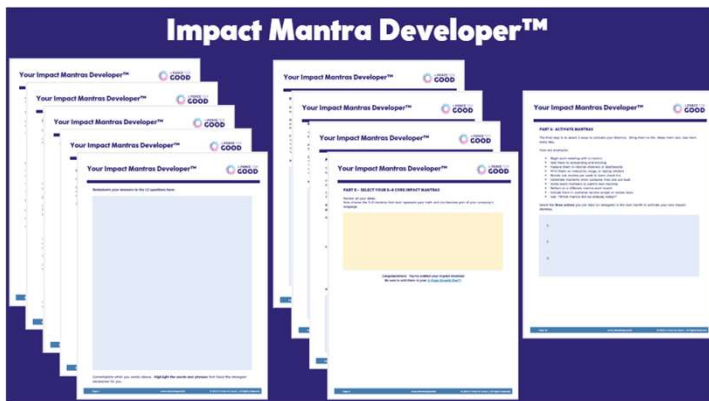
When you choose and pursue Impact Mantras, you're also asking **deeper questions**:

1. How do we believe we can work together?
2. What brings out the best in us?
3. What kind of culture do we want to scale?

A FORCE FOR GOOD Today's Focus

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- Core Growth Element: **Impact Mantras**
- Today's Tool: **Impact Mantra Developer™**
- Workshop Goals:
 1. Use the Impact Mantra Developer™
 2. Define Impact Mantras
 3. Identify one High-Leverage Habit and one High-Potency Action.
- By the end of today, you'll leave with the words that can guide your team through **challenge, growth, and impact**.
- Download the Impact Mantra Developer™ now!





3 Core Growth Elements – *Where It Fits on the 4-Page Growth Plan™*

- **4-Page Growth Plan™** - In four pages is everything you need to know to unlock the puzzle of growth in your business.
- On Page 1 of your 4-Page Growth Plan™ -- ***Know Who You Serve***
- This section defines your customer – it inspires this Core Growth Element:
 - **Impact Mantras**
- They translate your ***values into language*** that scales your leadership without diluting your vision.
- They serve as a **cultural anchor**—and a **leadership amplifier**.



Core Values and Impact Mantras

What's the difference—and why you need both

Core Values	Impact Mantras
Define how you do your business	Help you live that way daily
3-5 core beliefs (fewer is better)	5-8 resonant phrases. Can grow over time.
Timeless and unchanging	Some fixes, others adaptive
For internal <i>and</i> external use	For <i>internal use only</i>
Inspire long-term behavior	Prompt action in the moment
Timeless ideals that guide long-term behavior	Tactical language that prompts aligned action, now
Everyone on the team knows them by heart	Everyone on the team knows at least some of them by heart.
Live in handbooks and websites.	Live in meeting, Slack, 1:1's
Answer the question: How do we succeed? • How do we deliver our Core Purpose? • How do we achieve our 100-Year Vision and 10-Year Impact Goal? • What are the three core beliefs or convictions we must foster to succeed?	Answer the question: What do we say when it's hard to remember who we are? In moments of stress, conflict, growth, or uncertainty: • How should we speak, decide, serve, and lead?



Why Many Teams Don't Bother?

Why Impact Mantras Get Overlooked?

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1. “We already have values—why more words?”
2. “Feels forced or cheesy”
3. “They should just know what to do”
4. “We’re too busy scaling to come up with phrases”
5. “Culture happens organically, right?”
6. “Can short phrases really change anything?”

These beliefs cost your company alignment, morale, and momentum.



Why You Need Impact Mantras?

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1. Turn abstract values into *repeatable language*
2. They make your culture **operational**, not just inspirational
3. Align your team without micromanagement
4. They function as **decision-making GPS**—especially in high-stress moments
5. Build culture consistency as you scale
6. Emotionally rewire your team for kindness, ownership, and service

You'll scale faster and more sustainably when your team knows how to think, act, and speak—together.



Examples

Allumé Home Care

- “Surround every person with Remarkable Care™”
- “Catch people doing the right thing”
- “Listen for unspoken needs”

How Women Lead

- Be fierce advocates for each other”
- “Say yes to helping each other”
- “Reinforce her voice”

Title Nine

- “Our models have day jobs”
- “Not all things that count can be counted”
- “Lead with strength. Follow with heart.”



The Neuroscience of Impact Mantras

- 💡 Repetition builds neural pathways (neuroplasticity)
- 💡 Phrases move from short-term to long-term memory
- 💡 Becomes self-talk via the Default Mode Network
- 💡 Reduces uncertainty + increases safety
- 💡 Activates mirror neurons (team resonance)
- 💡 Emotionally embedded via dopamine + noradrenaline
- 💡 Automates behavior under stress



What Impact Mantras Do

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

Impact Mantras aren't just tools—
they're **multipliers** for your culture, clarity, and growth.



Impact Mantra Developer™

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CONTEMPLATION & DISCOVERY

**WHAT DO YOU BELIEVE—
ESPECIALLY IN HARD TIMES?**

**HOW DO YOU SHOW UP—
NO MATTER WHAT?**

**HOW DO YOU SERVE—
AT YOUR VERY BEST?**

SELECT YOUR 5-8 IMPACT MANTRAS

ACTIVATE MANTRAS



Impact Mantra Developer™

- Let's walk through the **Impact Mantra Developer™**
- Examples:
 - Fictitious Company: ABC Integration Company
 - Integration, analytics, and reporting software
 - Shared Avatar: Francine, CFO of a large financial institution who provides complex reports to her CEO and a demanding public board
 - Fictitious Company: Savvy Kids
 - Specialized shoelaces that help kids learn to tie their shoes. Planning to launch other educational tools and skill-building toys over time
 - Shared Avatar: Julie, mother of 5-year-old, Pearl, who longs to help her daughter learn to tie her shoes so Pearl can feel confident, capable, and successful.



Pause to Acknowledge Wisdom

New Clarity, Deeper Knowing. Practical Power.

- ✓ You've uncovered language already shaping your team
- ✓ You've crafted mantras that align behavior with purpose
- ✓ You've strengthened your cultural foundation for scale

Impact Mantras are your **internal GPS system**.
They guide your team when you're not in the room.



Update Your 4-Page Growth Plan

The image displays four panels of the FFG 4-Page Growth Plan (4PCP) form, which is a tool for business growth planning. The first panel, titled 'FFG 4-Page Growth Plan™ (4PCP)', features a 'Business Model' section with a yellow circle highlighting the 'Value Proposition' area. The second panel shows the 'Growth Model' section, including a 'Growth Model Canvas' and a 'Growth Model Canvas' diagram. The third panel displays the 'Financial Model' section, featuring a 'Financial Model Canvas' and a 'Financial Model Canvas' diagram. The fourth panel shows the 'Marketing Model' section, including a 'Marketing Model Canvas' and a 'Marketing Model Canvas' diagram. Each panel includes various tables and forms for data entry and analysis.

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High-Leverage Habits

- **What Are High-Leverage Habits?** Repetitive habits, tasks, or rituals that drive breakthrough results
- What habit could help you focus on **Impact Mantras** weekly or monthly?
- Examples:
 - Weekly leadership meeting: open with a mantra
 - Monthly Town Hall theme: spotlight a different mantra
 - Review one mantra in monthly performance conversations
 - “Mantra Moments” channel on Slack
 - Rotate focus mantra each quarter
 - Celebrate one story each week that brings a mantra to life
 - Select a team member of the week based on one of the mantras

**Your culture doesn't need more rules.
It needs more **repeatable language**.**

Choose one
**HIGH-
LEVERAGE
HABIT**
you will start this
week.



Identify High-Potency Action

- **What is a High-Potency Action?** – A one-time, intentional, high-impact action to boost alignment
- **What one bold action could you take this week to activate Impact Mantras in your company culture?**
 - Introduce mantras at your next Town Hall meeting
 - Ask each team member to select a favorite and explain why
 - Create a mantra card deck or print on desk placards
 - Host a roundtable to select a Company Mantra
 - “Mantra Moments” channel on Slack
 - Write a blog post or share your mantras publicly
 - Feature a mantra in your monthly investor letter
 - Create an internal Slack emoji for each mantra
 - Re-write your performance appraisal system to include Impact Mantras
 - Use mantras in team onboarding and hiring
 - Create visual reminders in your office or digital spaces
 - Build mantras into job descriptions
 - Celebrate a teammate who embodied a mantra this week

Choose one
**HIGH-POTENCY
ACTION**
Improve you will take
this week.

A mantra like *'Own it. Fix it. Learn.'*
can shift an entire culture from
blame to bravery.



What We Did Today ✨

- Defined one Core Growth Element:
 - **Impact Mantras**
- Learned how to use the Impact Mantra Developer™
- Integrated them into 4-Page Growth Plan™
- Identified a High-Leverage Habit
- Committed to a High-Potency Action
- Impact Mantras:
 - Reconnected to ***culture as a growth strategy***
 - They translate your ***values into language*** that scales your leadership without diluting your vision.
 - They serve as a **cultural anchor**—and a **leadership amplifier**.

**Kindness and performance don't have to compete.
Impact Mantras make them co-exist—beautifully.**



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GOOD

The Book

- Learn more about the Impact Mantras and Impact Mantra Developer™ in **Chapter 7**
- Purchase the book and gain access to receive the **Force for Good ToolKit™**.
- Instructions for each tool.
- The full Force for Good System™

aforceforgood.biz/book





Force for Good Tool of the Week

- Every week we launch a new tool and masterclass.
- Get the recording and links by signing up.

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A **FORCE** FOR
GOOD

Growth Accelerator

- Install the full Force for Good System™
- Install the system of propelling exponential, high-impact growth into your company.
- 12-Module Online System.
- Videos, tools, assessments.
- Alone or with your team.
- Tiered pricing starting at \$599.

aforceforgood.biz/accelerator



Thank you!

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