

# NEXT LEVEL ORGANIZATIONS

## THROUGH A CLEAR MISSION

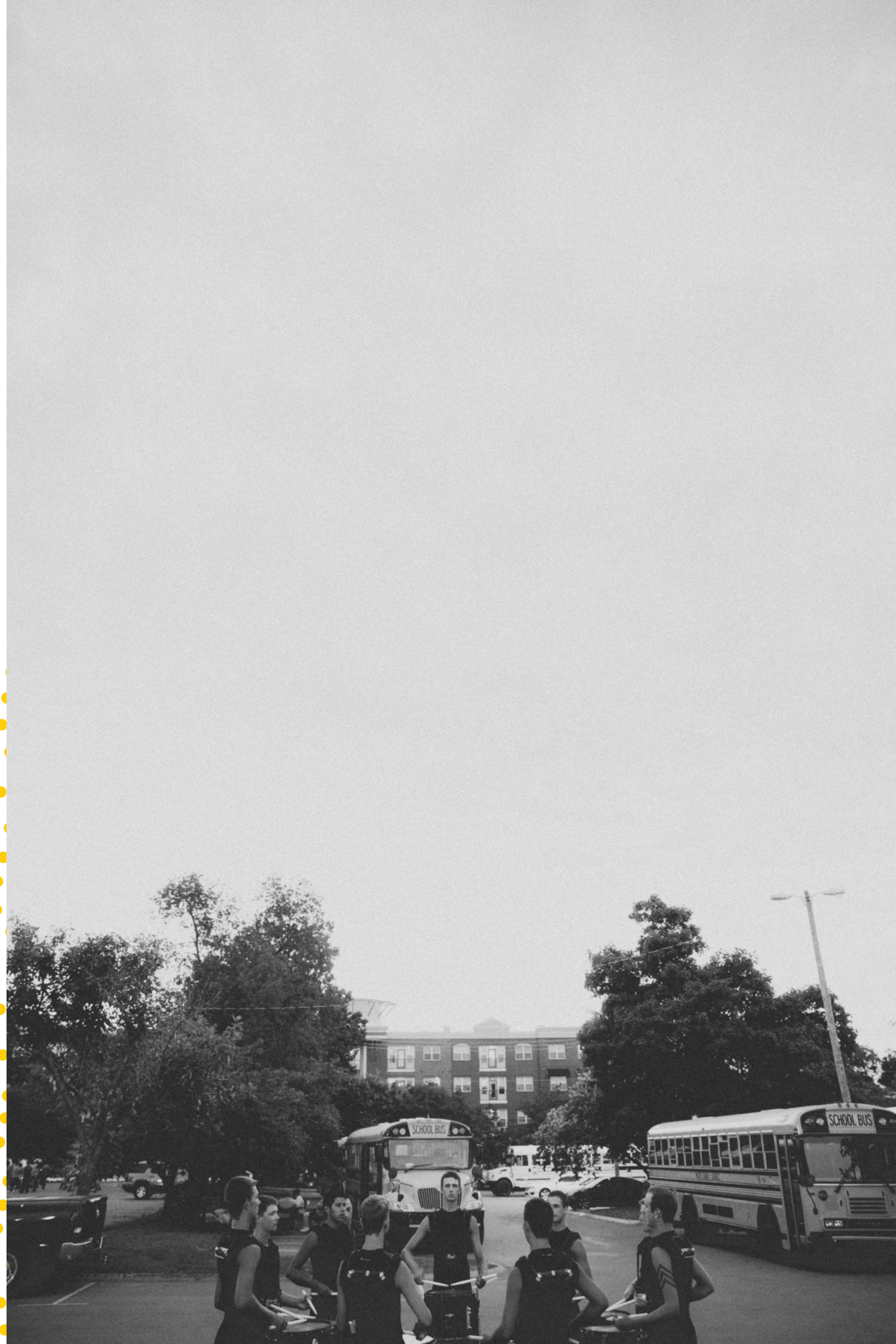
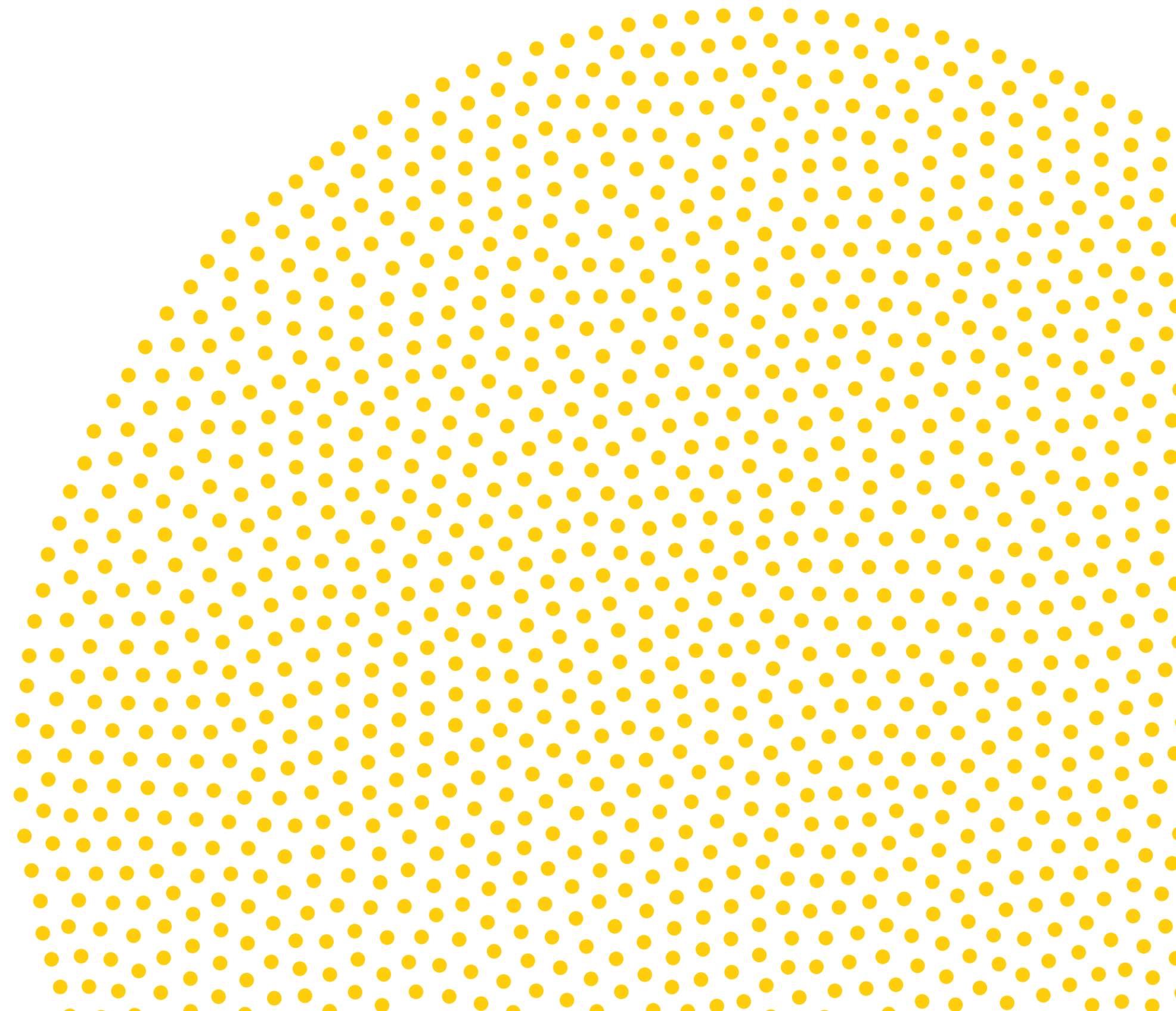
A wireframe globe is centered in the background, rendered in a light gray color. It features a grid of latitude and longitude lines, giving it a three-dimensional appearance. The globe is partially obscured by the large white text in the foreground.

**WHAT IS  
THE MISSION?**



PROBLEM: UNCLEAR MISSION

**WE WERE NEVER  
TRAINED FOR THIS.**





PROBLEM: UNCLEAR MISSION

**WHAT ARE MY PRIORITIES?**

**HOW DO I BUILD CULTURE?**

**WHO DO I HIRE?**

**HOW DO I EMPOWER MY STUDENT LEADERS?**

**HOW DO I IMPROVE REHEARSAL EFFECTIVENESS?**

**WHAT ARE OUR GOALS?**

**WHAT DOES SUCCESS LOOK LIKE?**



A wireframe globe is centered in the background, rendered in a light gray color against a solid black background. The globe's grid lines are visible, creating a spherical shape that frames the central text.

# **DEFINE THE MISSION**

**IDENTITY – CULTURE – PRIORITY – SUCCESS**



SOLUTION: DEFINE THE MISSION



# MISSION ORGANIZER

GATHER THE BUILDING BLOCKS  
OF YOUR ORGANIZATION

# 1 YEAR GOALS

VISUALIZE AND PLAN FOR  
SEASON SUCCESS

# IMPLEMENTATION

BRING ADMIN, STAFF, LEADERSHIP  
INTO THE MISSION



**WHY?**

**STATUS QUO = QUESTIONS**

YOUR MENTAL HEALTH AND WELL BEING?

THE FINANCIAL AND ORGANIZATIONAL SUCCESS OF YOUR ENSEMBLE?

ACHIEVEMENTS AND HAPPINESS OF YOUR STUDENTS AND STAFF?

**WHY.**

**CLEAR MISSION = ANSWERS**

BETTER COMMUNICATION AND PLANNING.

ALL HANDS WORKING TOWARD THE SAME GOALS.

EMPOWERED AND FULFILLED STUDENTS AND STAFF.

LET'S BUILD A

# MISSION ORGANIZER

**QUICK MISSION STATEMENT**

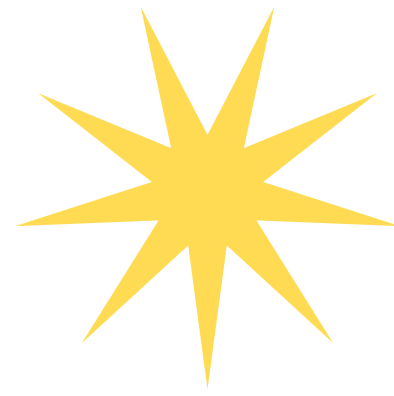
**KEY CHARACTERISTICS**

**CRITICAL ACTIONS**

**1 YEAR GOALS**

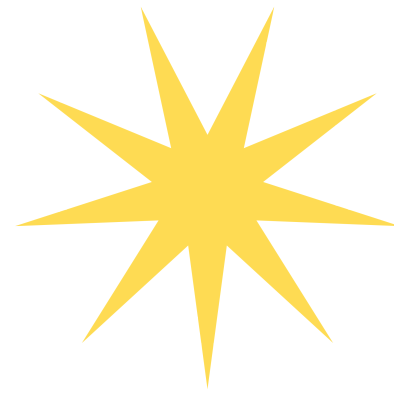


# QUICK MISSION STATEMENT



WHO ARE WE SERVING?

WHAT PROBLEM ARE WE SOLVING FOR THEM?



WHY ARE WE DOING THIS?

WHAT IS AT STAKE?



THIS IS THE BASIS OF IDENTITY.

MISSION ORGANIZER: QUICK MISSION STATEMENT

**WHO?**

\_\_\_\_\_

**WHAT?**

\_\_\_\_\_

**WHY?**

\_\_\_\_\_

**EX:**

BEGINNER PERCUSSIONISTS  
OF WARREN COUNTY

EDUCATIONAL ENVIRONMENT  
& GROWTH

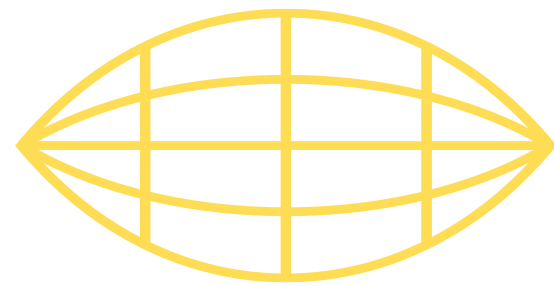
ACHIEVEMENT BEYOND  
PERFORMANCE FLOOR

**QUICK MISSION STATEMENT EXAMPLE:**

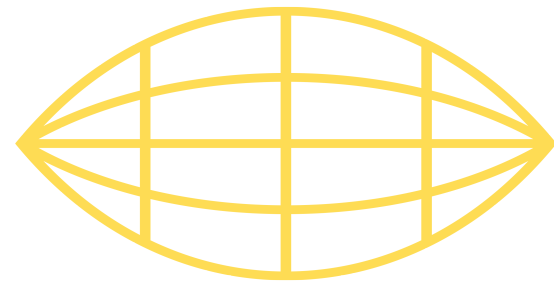
AT RIOT PARADE, WE KNOW THE BEGINNER PERCUSSIONISTS OF WARREN  
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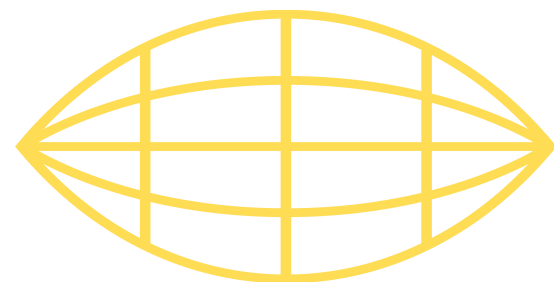
# KEY CHARACTERISTICS



WHAT ARE THE 3 CHARACTER TRAITS  
ALL MEMBERS/STAFF/ADMIN MUST  
EMBODY OR STRIVE FOR?



THIS TELLS US WHO WE NEED TO BE, AND WHO  
WE ARE TRAINING OUR PERFORMERS TO BECOME.



THIS IS THE BASIS OF CULTURE.

MISSION ORGANIZER: KEY CHARACTERISTICS

**COMMITTED**

**LEADERSHIP MINDED**

**GROUP ORIENTED**

**HONEST**

**GOOD COMMUNICATOR**

**HELPFUL TO OTHERS**

**INDIVIDUALLY MOTIVATED**

**PERFECTIONIST**

**PERFORMANCE ORIENTED**

**CONFIDENT**

**POSITIVE ENERGY**

**COMPETITIVE**

**ON TIME**

**DRIVEN TO BE BETTER**

**FLEXIBLE**

**ADAPTABLE**



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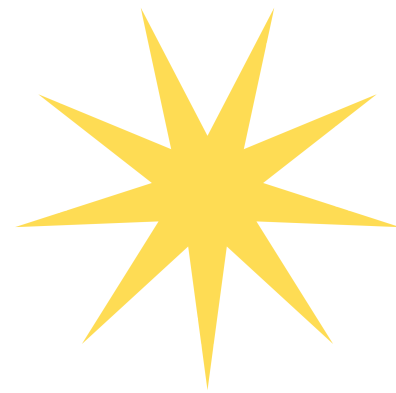
**ON-TIME**

**DRIVEN TO BE BETTER**

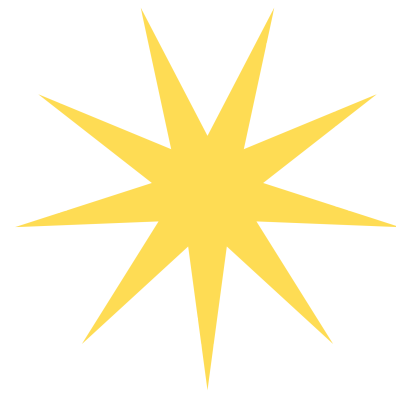
**FLEXIBLE**

**ADAPTABLE**

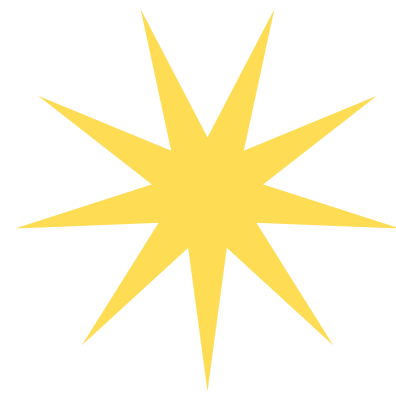
# CRITICAL ACTIONS



WHAT ARE 3 REPEATABLE ACTIVITIES THAT ARE CRUCIAL TO REACH OUR MISSION?



THIS TELLS US HOW INDIVIDUALS CAN CONTRIBUTE AND SYMBOLIZE A WAY OF LIFE WITHIN YOUR ORGANIZATION.



THIS IS THE BASIS OF PRIORITY.



MISSION ORGANIZER: CRITICAL ACTIONS

**BE PREPARED**

**FINISH REHEARSALS STRONG**

**WEEKLY MEETINGS**

**WEEKENDS WELL PLANNED**

**BE A SPONGE**

**EVERY REHEARSAL CRITICAL**

**SECTIONAL TIME**

**LEAVE OUTSIDE AT DOOR**





MISSION ORGANIZER: CRITICAL ACTIONS

## **BE PREPARED**

FINISH REHEARSALS STRONG

WEEKLY MEETINGS

WEEKENDS WELL PLANNED

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**EVERY REHEARSAL CRITICAL**

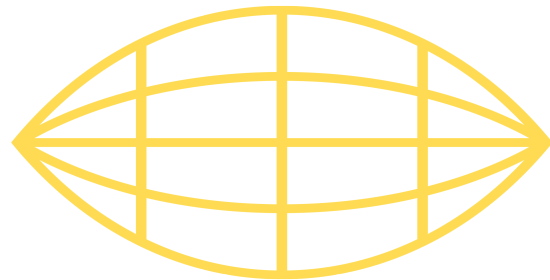
SECTIONAL TIME

LEAVE OUTSIDE AT DOOR

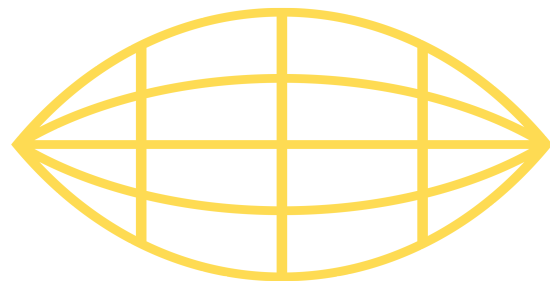




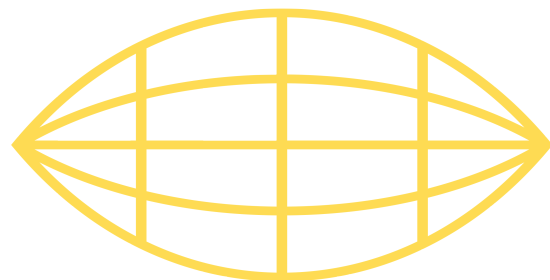
# 1 YEAR GOALS



ASPIRATIONAL BUT ACHIEVABLE  
NON-COMPETITIVE SEASON GOALS.



FOCUS ON WHERE YOU MAY HAVE FELT  
OVERWHELMED OR OUT OF YOUR DEPTH.  
AREAS WHERE YOUR ORGANIZATION IS WEAKEST.



THIS IS THE BASIS OF SUCCESS CONTROL.

MISSION ORGANIZER: 1 YEAR GOALS

**STAY ON BUDGET**

**BUILD VOLUNTEER GROUP TO 6 PER SHOW**

**ONBOARD / TRAIN ASSISTANT DIRECTOR**

**BOOK ALL LOGISTICS 2 WEEKS AHEAD**

**RETAIN 90% OF ELIGIBLE MEMBERS**

**GET THE SHOW DONE ON SCHEDULE**

**MAINTAIN 100% STAFF COVERAGE**



MISSION ORGANIZER: 1 YEAR GOALS

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**WE HAVE THE MISSION ORGANIZER.**

**NOW WHAT?**

# IMPLEMENTATION

## FIRST – INTERNALLY

ADMIN

– LEADERS FOR GOALS

STAFF

– LEADERS FOR ACTIONS

STUDENT LEADERSHIP

– LEADERS FOR CHARACTERISTICS

## SECOND – EXTERNALLY

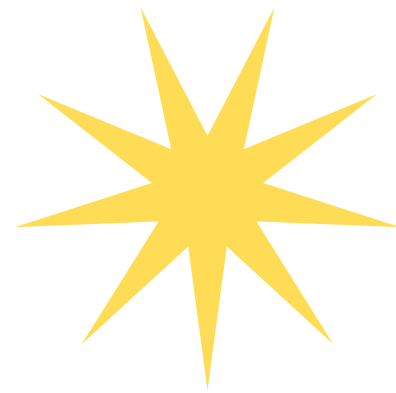
MEMBERSHIP

PARENTS/VOLUNTEERS

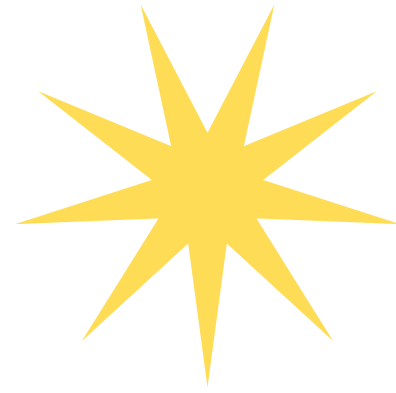
RECRUITING (SOCIAL MEDIA/MERCHANDISING)



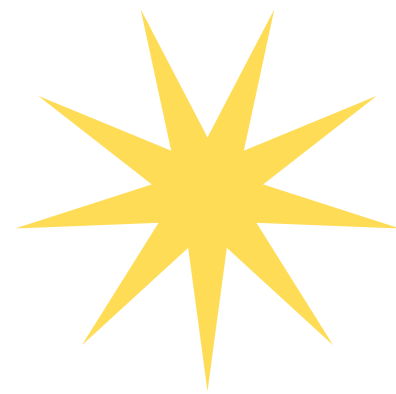
# DECISION MAKING



USE THE MISSION ORGANIZER AS A  
DECISION ASSIST.



MAKE THE DECISION THAT FURTHERS YOUR MISSION  
THROUGH ACTIONS AND CHARACTERISTICS  
AND TOWARD YOUR GOALS.



YOUR PRIORITIES ARE ALREADY  
THOUGHT THROUGH AND IN ACTION.

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# FOLLOW THROUGH

HAVE MID-SEASON CHECK-INS.

BUILD ACCOUNTABILITY WITH LEADERS.

## NEXT SEASON'S ORGANIZER

WHAT IS WORKING? MAKE NOTES.

REFLECT THE GROWTH OF YOUR ENSEMBLE  
WITH NEW GOALS, ACTIONS,  
CHARACTERISTICS TO FOCUS ON.





**FOLLOW  
YOUR MISSION**

# INFLUENCES

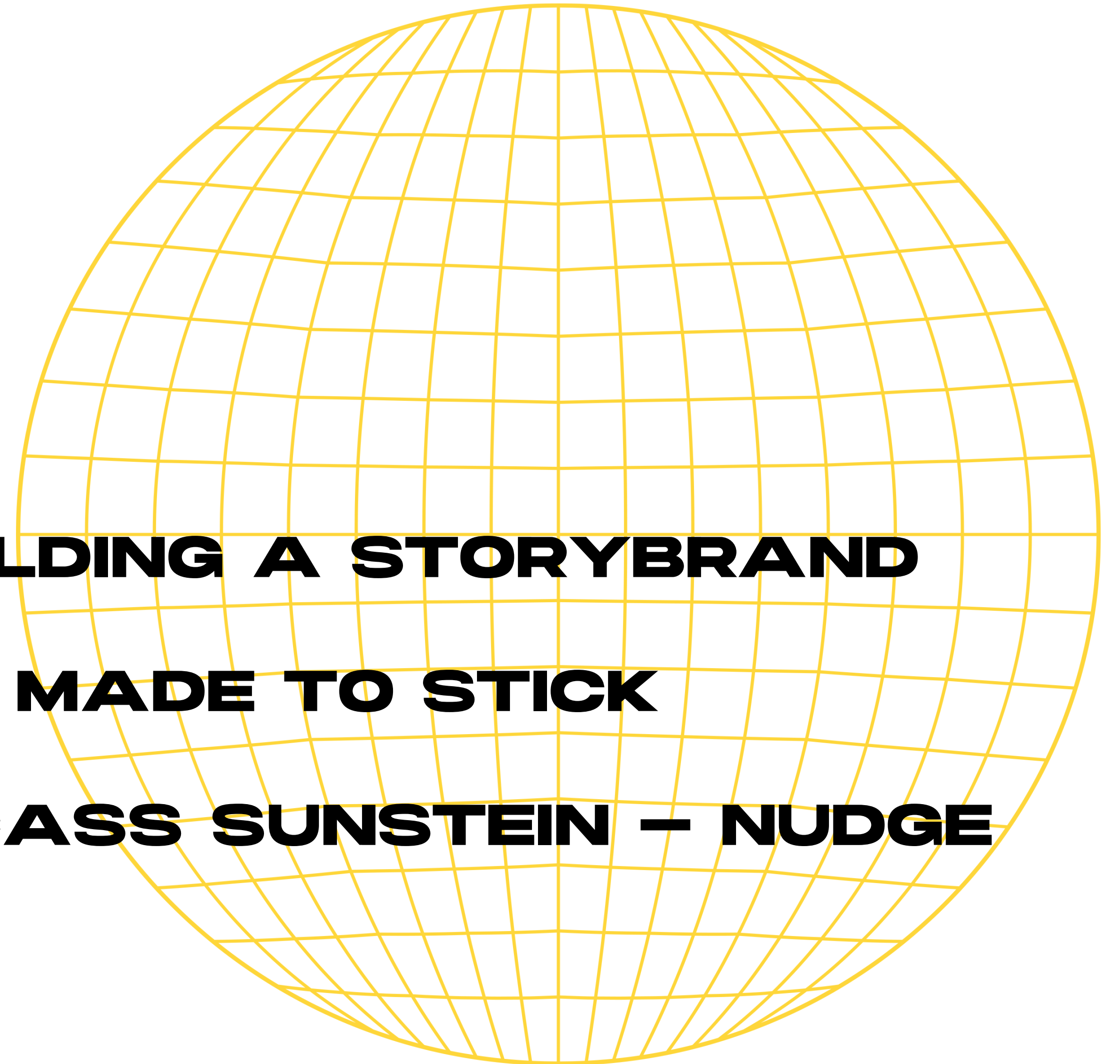
## BOOKS & PODCASTS BY:

**DONALD MILLER – BUILDING A STORYBRAND**

**CHIP & DAN HEATH – MADE TO STICK**

**RICHARD THALER & CASS SUNSTEIN – NUDGE**

**SETH GODIN**



# THANKS

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