

# The Keys to Creating a Legacy Inspired Culture... Fueled by Legacy Driven Leadership

www.docmikesmith.com

## BACKGROUND

There are several elements that directly affect and impact corporate culture, and they are aligned with and form the basis of the “Legacy Culture Loop”. Organizational leaders must be willing to invest the time and effort into truly bringing a legacy culture to life through the “Loop” steps. And when this happens, the entire team will be willing to **Protect Their PATCH** at all costs, and by default the legacy is manifested.

## MEANING OF THE PATCH:

**P** = Pride in Your Brand & What It Stands For

**A** = Attention to Detail in Every Area

**T** = Teamwork That Spans the Entire Organization

**C** = Clarity in Vision, Mission Purpose & Values

**H** = Honor by Representing Your Brand in Integrity

Protecting Your PATCH creates a solid foundation for leaders to create their legacy inspired culture blueprint, and allows the organization to live that culture instead of culture being a bunch of words that are on a plaque or simply exist in an employee handbook.

## LEGACY CULTURE LOOP

The Legacy Culture Loop is a defined process that includes the important steps of:

- Create
- Build
- Examine
- Reinforce
- Protect
- Reassess
- Repeat



## AT A GLANCE: SOME CHALLENGES

- Identifying how culture is currently perceived across the organization
- Creating a roadmap to transform the current culture into the desired, legacy inspired culture
- Develop a strategy to effectively & efficiently communicate and implement the roadmap for maximum impact

## DR. MIKE SMITH

Founder & CEO

“We help you discover the path to get back to basics and redefine your culture so you can recreate your legacy.”



# *The Parallel Universe That Exists Between:*

## LEGACY DRIVEN LEADER



## LEGACY INSPIRED CULTURE

Embraces self-esteem.



Pride in your brand & what it stands for.

Intentionally observant.



Attention to detail in every area.

Prioritizes engagement.



Teamwork that spans the entire organization.

A strong sense of purpose.



Clarity in vision, mission, purpose & values.

Ambassadors of integrity.

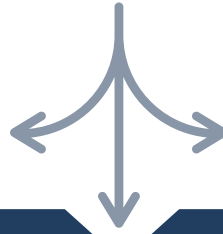


Honor by representing your brand in integrity.

# Where YOUR Brand & PATCH Converge

**BELIEVE YOUR  
BRAND**

**PROTECT YOUR  
PATCH**



The process is as important as the outcome.



Pride in your brand & what it stands for.

In uncertain times, remember the certain.



Attention to detail in every area.

Everybody bears responsibility for their decisions.



Teamwork that spans the entire organization.

Not all opportunities are healthy.



Clarity in vision, mission, purpose & values.

The depth of your preparation determines the height of your performance.



Honor by representing your brand in integrity.