Mission Focus Driving Change and Culture



Secretary of State Tre Hargett

The Story Behind Mission Focus

- The idea began as a way to bring our team together to hear my vision for how we can serve the citizens of Tennessee.
- Many divisions are naturally siloed due to the vast range of services; however, we can all connect in a customer-centered culture.



The Story Behind Mission Focus

- Mission Focus began to gather our team to reiterate who we are and what we are trying to accomplish together.
- The event has evolved to include guest speakers spanning multiple sectors to help "connect the dots" for our colleagues.



Mission Focus Events are Designed to:

- Increase our team members' ability to serve our state by investing in their personal and professional growth.
- Expose staff to ideas, insights, and perspectives they might not normally encounter in their life at home or at work.



Mission Focus Events are Designed to:

- Bring topics and leaders to life by asking poignant questions that lead to an authentic and vulnerable discussion.
- Showcase the power of resilience in the journey to expertise and success.

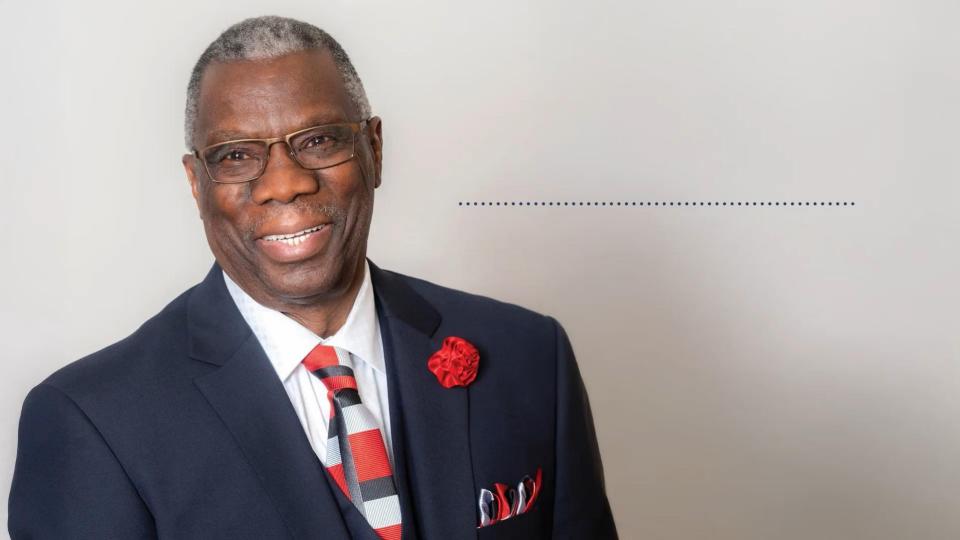




Mission Focus Speakers Have Included:

- Fortune 500 and Investment Firm CEOs
- Nationally Recognized Singers and Songwriters
- SEC Football Coaches
- Senior Vice Presidents of Private Companies
- Venture Capitalists and Self-Made Millionaires
- FBI Section Chiefs and District Attorneys





In an Informal Discussion Format, Speakers Are Asked Questions Like:

- Can you share your thought process in decision-making moments to shift your career?
- Could you tell us about the positive outcome that came as a result of a setback?
- Do you have a mentor?
- How do you counter the negative voices that say you can't achieve your next level of success?
- How would you describe some low points on your journey?
- What advice do you have for others on chasing their dreams?
- What are some common traits over your career that you have found in successful people?
- What does servant leadership mean to you?
- What qualities do you look for in individuals you want to work with?





Speakers Shared Insight on Overcoming:

- Academic Setbacks
- Bullying
- Financial Limitations
- Humble Beginnings
- Imposter Syndrome
- Incarceration
- Racism and Sexism
- Substance Abuse







Planning Considerations:

- Mission Focus planning begins anywhere between four months in advance and within one month of the event.
- Event frequency depends on:
 - Demands of the Department
 - Workload
 - Relevant Issues Facing Our Workforce
- Internal teams involved in the planning process include:
 - Human Resources
 - Communications
 - Tennessee State Library & Archives

Tips on Connecting with Potential Speakers

- Start with who you know and who you believe has a story others can benefit from.
- Consider what message(s) can spur the growth of your team members.
- Don't be afraid to aim high. If someone's schedule prevents them from participating, they are usually flattered by the ask.



Interview Tips

- Share questions with the speaker in advance of the event.
- When starting the discussion, make it clear to staff what inspired you to invite the speaker.
- Have the list of possible questions to ask, but don't force the conversation. Let it flow naturally.



Key Takeaways

- Mission Focus is a way to transform the department's mission statement from words on a page to actions lived out.
- These events should touch the hearts of our staff in both a personal and professional way. Each event makes an impact.
- The event reinforces the organization's core values through external speakers showing that leaders across various sectors strive for exceptionalism, collaboration, integrity, and stewardship.