

Mission Focus

Driving Change and Culture



Secretary of State Tre Hargett

Our mission is to exceed the expectations of our customers, the taxpayers, by operating at the highest levels of accuracy, cost-effectiveness, and accountability in a customer-centered environment.

*Tennessee 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.



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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.



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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



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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?



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Speakers Shared Insight on Overcoming:

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



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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.