



Shye Gilad

Entrepreneur | Educator





Shye Gilad

About me

BS Aeronautical Science
MBA Georgetown University
PCC Leadership Coach (ICF)

- Adjunct Professor of Entrepreneurship and Innovation
- Entrepreneur in Residence
- Business Coach & Consultant
- Former airline pilot/instructor
- I like Music, Motorcycles, Travel

Agenda

Personal Mission Statement Review (30 Mins)

Powerful Questions - Alignment (20 Minutes)

BREAK (10 Minutes)

Mission Draft *in eight words or less!* (20 Minutes)

Q&A/Closing (10 Minutes)

Personal Mission Statement Review

10 Minute Reflection/6 Minute Share/10 Minute Share back

Who are you?

Why do you do what you do?

What really matters most in your life?

What do you want to share with the world?

Powerful Questions

10 Minute Reflection/10 Minute Shareback

What aspects of your business are most aligned?

What aspects are least aligned?

The Eight-Word Mission Statement

Verb —> Target —> Outcome

Save endangered species from extinction.

Prevent maternal-child transmission of HIV in Africa.

Help Business Owners Get Better Results.



I have made this letter longer
than usual because I lack the
time to make it shorter.

Blaise Pascal

Draft Mission Statement

Review Personal Mission Statement

Review Exercises From Today

Underline/Highlight

No more than TEN most meaningful words

The Eight-Word Mission Statement

Verb —> Target —> Outcome

Save endangered species from extinction.

Prevent maternal-child transmission of HIV in Africa.

Help Business Owners Get Better Results.



Smithsonian

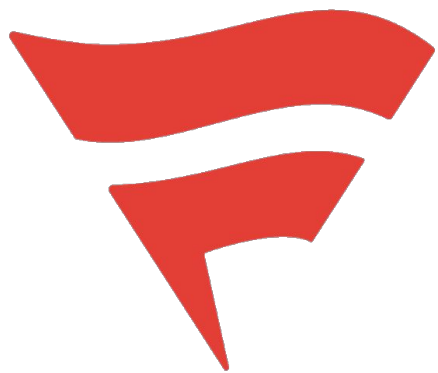
The increase and diffusion
of knowledge



To accelerate the world's transition
to sustainable energy.



Reinventing consumer
finance for the better

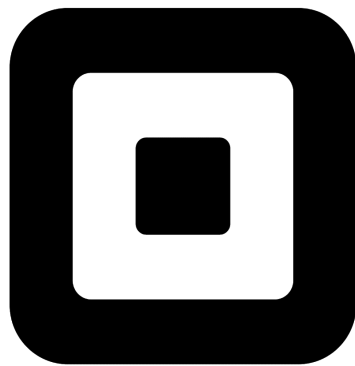


Fanatics

We amplify pride and create
connections for all fans



Providing communities with
welcoming, affordable rides



Square

Make Commerce Easy



Create a world where
anyone can belong
anywhere.



Spread Ideas

Draft Mission Statement

Review Personal Mission Statement

Review exercises from today

Underline/Highlight no more than TEN most meaningful words



creating^{lift}

Enable positive change



Thank you!

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