

THE GOLDEN CIRCLE

WRITTEN BY JIM THOMAS

Back in October, Justin, our Director of Culture & Engagement gathered over forty members of the team for a series of company vision meetings. These team members were pulled from all the departments and ranged from six month employees to twenty four year employees. The idea was to get a good sampling of employees who have their own opinion of who Thomas & Company is as an organization. The objective was to uncover our Core Purpose and Core Values.

One of the exercises Justin did with each team was called The Golden Circle. This is an idea made famous by the “Start with Why” author, Simon Sinek. This golden circle idea encompasses “What” an organization does, “How” they do it and “Why” they do it.

WHAT

Every organization on the planet knows their “what.” It is the products or services they provide.

HOW

Many organizations know “how” they do it. These are the key differentiators which set them apart from their competition.

WHY

Very few organizations know “why” they do what they do. It is not about making money. It is a purpose, cause or belief. The “why” is the very reason an organization exists.

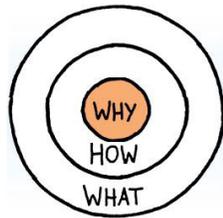
Justin led each team in an open discussion on T&C’s “what” and “how.” He then asked what values we exhibited daily and why they were important to fellow employees, leadership, and our clients.

Core Values - the rules and boundaries that define our company’s culture and personality.

MOST MENTIONED VALUES

Honesty, Integrity, Teamwork, Ownership, Knowledge/Growth, Relationships, Reliability, Appreciation, and Accountability

Core Purpose - an organization’s most fundamental reason for being



“This is how we will create an environment of opportunities for our people to learn, grow, show appreciation, be celebrated, and to be our authentic selves.”

JUSTIN MOSES
DIRECTOR OF CULTURE & ENGAGEMENT

It was very important to me that we get this right as it defines who we are as an organization. We have made several changes over the years, but our core ideology has always been present even if unspoken. I wanted to uncover the essence of our company and make it known to all as it will be our compass that guides every decision we make moving forward.

I am happy to announce that we have discovered our Core Purpose and Core Values. They will be announced at the Annual Company Meeting next week. Next, we will follow up with documentation so you can review and study.

Thank you for those who participated in the vision meetings and to everyone for making this company the amazing place it is today.