

# 3.2.1



Define

Plan

Launch

## 3.2.1 'Define' Services

- Brand Development
- Brand Strengthening
- Vision/Mission/Values Development
- Product & Service Development
- Culture & Engagement Projects
- Leadership Consulting
- Creative Process/Brainstorming

## 3.2.1 LLC

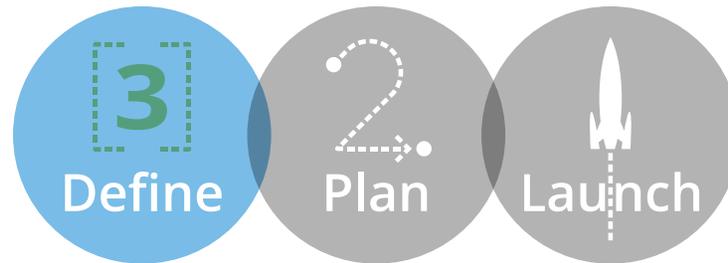
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## Begin with a better definition of who you are.

The ability to clearly explain **why** an organization exists and **how** it does what it does is key to speeding innovation, inspiring internal teams and delighting customers. This clarity ignites sparks that separate the exceptional organization from the average.



### Words that work.

3.2.1 brings an approach to defining and refining vision, mission, values and Intentional Values™ that our clients have called the most valuable thing they have done. That's because these building blocks go beyond good intentions. They clarify **decisions**. They speed **growth**. They drive **change**.

3.2.1's Fuel™ process is designed to enable your team to get at what's truly authentic, to have a daily impact and take you places you've yet to go.

### Fuel for all sectors.

The Fuel process has proven effective for both for-profit and nonprofit organizations. Increasingly, teams are looking for ways to **improve effectiveness while streamlining message**. 3.2.1 helps you do both, which is particularly valuable in times of change (founder/leadership transitions, shifting missions, mergers/acquisitions and periods of fast growth).

"3.2.1 brought a creative, time-and-experience tested process of discerning and identifying the core of who we are and want to be. The process deeply clarified our identity and our mission. **We are profoundly proud of our new brand not only for how it makes us look, but more importantly, who it helps us be.**"

— Founder & Executive Director, Advanced Degree Program

## Elements of excellence.

Organizations that last are those for whom these building blocks are at work daily, serving to refine focus and enhance productivity.

**Vision:** A clear understanding of where the organization is headed, stated and used in a way that's real, measurable and motivating.

**Mission:** The organization's clear purpose: for whom, by whom and how work is approached each and every day.

**Core Values:** The organization's basic expectations for team members' behavior; the "lines on the road."

**Intentional Values™:** The authentic, unique and consistent manner in which an organization lives its vision, mission and values, and the resulting trusted relationship it nurtures with its customers. Intentional Values when refined and used together become a brand-building, decision-making framework for all team members.



Fuel™