



*Step 1:*

# *Strategic Alignment*

*Company Identity and  
Culture*

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## Strategic Alignment Company Identity and Culture

By Deborah Stallings, MS, SHRM-SCP



In a charming town, Sarah's dream, "Caring Horizons," blossomed into a cherished nursing home dedicated to brightening the lives of seniors and those with disabilities with unwavering care, dignity, and joy.

*Yet, as Caring Horizons grew, its unique spirit seemed to wane.*

One reflective afternoon, amidst photos of grateful faces, Sarah realized her **deep-seated purpose** for **Caring Horizons** had remained unspoken to her team and the people they served.

It was time for a **heartfelt revelation**.



### Forging A Vision

Sarah envisioned Caring Horizons as a sanctuary where every soul felt **treasured**, a beacon of **hope** and **care** where service transcends routine tasks to genuinely touch lives.

**Sarah defined  
her vision as:**

*"Empowering every individual to feel valued and vibrant, making Caring Horizons a beacon of hope, inspiration, and unparalleled care."*

### Shaping A Mission

**Sarah defined  
her mission as:**

*"To deliver care with unmatched compassion, ensuring every individual we serve experiences a dignified and joyful life."*

### Nurturing Core Values

Realizing the need for a **strong foundation**, Sarah gathered her **most mission-focused champions** on her team in the serene garden to inspire and collect their shared values. Through heartfelt discussions, they crafted core values that echoed their collective dedication:

- 1. Empathy and Care:** Viewing every patient as family, enveloping them in warmth and compassion.
- 2. Joy in Service:** Committing to infuse and spread joy in every moment, brightening days for those they serve and each other.
- 3. Dignity and Respect:** Cherishing each person's unique journey, ensuring they're treated with utmost dignity and respect.



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**4. Timely Excellence:** Upholding a commitment to timely, exceptional care, recognizing the value of each moment in our patients' lives.

**5. Loving Community:** Fostering a nurturing, family-like atmosphere where patients, staff, and the community feel valued and supported.

These values rekindled the **team's passion**, weaving these principles into every facet of Caring Horizons, transforming it from a mere service to a **vibrant community**.

Caring Horizons' reputation as a haven of **compassionate care** attracted families and individuals eager to contribute to its mission. Caring Horizons became a **symbol of hope** and **community care**.



### Sarah's Insight

*Sarah's journey underscores the **power of purposeful leadership** and **shared values** in attracting like-minded team members and clients, fostering not just a thriving business but a harmonious community.*

## A Blueprint for Crafting Your Company's Essence

### Before involving her team, Sarah introspected on Caring Horizons' foundational goals

This reflection helped her shape preliminary ideas for the vision, mission, and core values, setting the stage for a collaborative enhancement with her team.



- 1. Reflect and Envision:** Sarah pondered her aspirations for Caring Horizons, considering the care quality, culture, and community impact she aimed for.
- 2. Gather Your Crew:** Sarah convened her core team, those who deeply shared her vision and passion.
- 3. Share Stories:** In an inclusive setting, the team shared memorable moments, highlighting Caring Horizons' profound impact.
- 4. Dream Big:** The team was encouraged to envision the broadest possible impact of their work.
- 5. Define Your Daily March:** They focused on daily promises to fulfill their grand vision.
- 6. What Matters Most:** Together, they identified their non-negotiable guiding principles.
- 7. Write It Out:** They distilled their discussions into concise, inspiring statements.
- 8. Share and Live It:** They committed to embodying these principles in every aspect of their work.



This balanced approach, led by Sarah's vision and enriched by her team's insights, fostered a shared dedication to Caring Horizons' goals, reigniting the team's passion and ensuring everyone understood and lived by what Caring Horizons stood for.



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### Your DIY Journey:

Embarking on this journey to define your vision, mission, and core values can seem daunting. Still, it's a path worth exploring for small business owners, especially in the personal care sector.

Reflect on your 'why,' engage with your team, and remain open to the essence of your business. This foundational work is vital for your business's soul.

### HR Anew's Support:

For small business leaders, HR Anew offers expertise and support to distill your purpose into clear, compelling statements and values, allowing you and your team to focus on serving your community.

### Disclaimer:

The company name used in this story is a fictional entity created for this story. Any resemblance to actual companies or entities is coincidental and unintended. This story is crafted for illustrative purposes to explore the components of a job description.

Do you need help to align your recruitment with your company's core mission and culture? Are you dreaming of a team that shares your vision and propels your business forward?

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