

Bringing the Eight Dynamics and BIBI to Life in Organizations

The Eight Dynamics and BIBI can be applied to sharpen how an organization defines itself and its mission, as well as establish a more focused direction. They can also be used to clarify values, what the organization stands for, and to concentrate operational and strategic choices on its core mission. Additionally, the Eight Dynamics and BIBI may be instrumental in defining and propelling the organization’s spirit, energizing its pursuit of possibilities, and re-focusing leadership to more effectively create the envisioned future. The objective is to strengthen the organization’s ability to fulfill its promise and flourish.

Each of the Eight Dynamics plus BIBI are listed below. Some of the terminology has been changed to align with strategic planning nomenclature. Across from each term are questions you may wish to discuss and answer with your leadership team, including the Board of Directors. The purpose is to guide you in being as strategic as possible, and to concentrate leadership energy on what really matters and will drive future success.

The Eight Dynamics and BIBI	How to Strengthen in Culture and Apply
Purpose or Mission	Why does your organization exist? What are the primary needs it is or should be focused on meeting? What is the organization’s “elevator speech”?
Direction and Vision	Where is your organization going? What does success look like for it? How will you know when you have realized your vision?
Values	What are the five values that describe the culture you want for your organization? To what degree and how consistently are they lived by leadership and employees? What are your core beliefs?
Spirit	What is the spirit that emanates from your organization? How is it applied in day-to-day activities and decisions? What is the energy or passion that drives your organization? How would outsiders describe your spirit?
Pursuing Possibilities	What possibilities do you believe in? How do you pursue them? How much are you stretching yourself? What is the dream you are striving to realize?

<p>Leadership</p>	<p>How are your leaders propelling the organization toward achieving its goals? Fulfilling its mission? Attaining its vision? What is the future you are striving to create? Are your leaders modeling your values?</p>
<p>Strategic and Operational Choices</p>	<p>What are the long-term strategic choices your organization has made? How will they strengthen your viability and success in fulfilling your mission and achieving your vision? How well are they enhancing your competitiveness and serving your customers and consumers? How well are day-to-day and operational choices aligned with the strategy? How aligned and committed are employee goals and volunteer activities?</p>
<p>Fulfilling Your Promise</p>	<p>What is your organization’s value proposition and how to you bring it to life? How do you help others succeed and how well do you do that (in general and in comparison to competitors)? What is your promise – your potential – and how well are you realizing it? How long have you been trying to achieve it and what has been your track record in overcoming obstacles? What can you be doing differently, more innovatively, or more effectively to fulfill your promise as an organization and to those you serve?</p>
<p>Living Your Identity - BIBI</p>	<p>What is your organizations identity as reflected in its</p> <ul style="list-style-type: none"> • Core beliefs and values? • Intentions or motives? • Actual behavior patterns and performance in achieving its goals and conducting its business? • Its impact and the results it consistently achieves? <p>How does <i>who you are</i> align with <i>who you want to be</i>?</p>