

10 SIGNS OF AN INSPIRING ACTION ORGANIZATION

- 1 You have an “inspiring idea” **above commercial intent.**
- 2 Define the alternative future **you exist to prevent.**
- 3 Discover what the people **you serve aspire to be and do.**
- 4 Learn what your devotees **love about themselves with you.**
- 5 Understand what actions drive **the creation of organizational value.**
- 6 Map the pattern of behavior **that you wish to change.**
- 7 Help people interrupt and redirect behavior **in inspiring ways.**
- 8 Use technology and systems to shorten **the cycle of test and optimization.**
- 9 Put the inspiring idea **into action throughout the organization.**
- 10 Dramatize the inspiring idea **through a small number of iconic actions.**