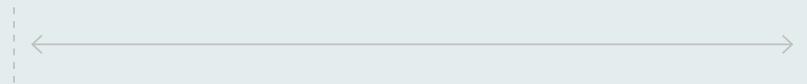


SURRENDER *to* LEAD

The Results Equation™

Builder



What This Is and Why It Matters

The Results Equation is the heartbeat
of surrendered leadership:

Purpose + Strategy + Culture = Results

This framework unites your organization around,

a shared **why** → (Purpose),
a defined **how** → (Strategy),
and your organizations **way** → (Culture).

This worksheet helps you create a **one-page draft** of your
Results Equation – a conversation starter, not a final product.
Completing this individually creates clarity for you; bringing it to your
team (with facilitation) builds clarity, alignment and accountability.

The Results Equation

Purpose			
Vision			
Key Results			
Strategic Drivers			
Cultural Beliefs			

Step 1:

Clarify Your Purpose (Timeless)

Why does your organization exist?

Your purpose is the deeper reason your organization exists beyond profit. It must inspire, be easy to recall, and guide daily decisions.

Best Practices

- Six words or fewer
- No laundry lists – Focus on essence.
- Inspiring + operational – Energizes people and informs trade-offs.
- Avoid jargon – If your frontline can't repeat it, rewrite it.
- Ask "why" five times – Drill down to your simplest truth.

Tests

- Does this inspire?
- Does it guide decision-making?
- Would every employee remember it tomorrow?

Examples

- Patagonia – *Save our home planet*
- American Airlines – *Care for people on life's journey*
- Healthcare system – *Extend lives through everyday compassion*
- Tech startup – *Empower creators to work without friction*

Write Your Purpose



Step 2:

Define Your Vision (3-5 Year Future)

Where are you going?

Your Vision paints a vivid picture of success 3-5 years out – the **future state** you aim to create. It should motivate, clarify priorities, and serve as a rallying point.

Best Practices

- Future-focused – Paint a picture of the destination, not the path.
- Legacy lens – Ask, “If I left the company the day we achieved this vision, would I be proud of what we had accomplished?”
- Purpose alignment – If we live our purpose daily, does this vision naturally follow?

Tests

- Can we measure progress toward this vision?
- Does it excite our team and stakeholders?
- Is it distinct enough to guide choices?

Examples

- *Zero-emission transportation by 2030*
- *Be the most trusted rural health provider in the Midwest*
- *Impact 5 million lives by 2028*

Write Your Vision



Step 3:

Establish Key Results (This Year)

How will we know we're on track?

Key Results are **this year's proof points** – 3 measurable outcomes that signal you're moving toward your Vision. They keep everyone focused on what matters most right now.

Best Practices

- Meaningful – Truly matter for future success (not vanity metrics).
- Measurable – Clear metrics with targets (e.g., "Increase NPS from 60→75").
- Memorable (Rule of Three) – People remember three priorities best.

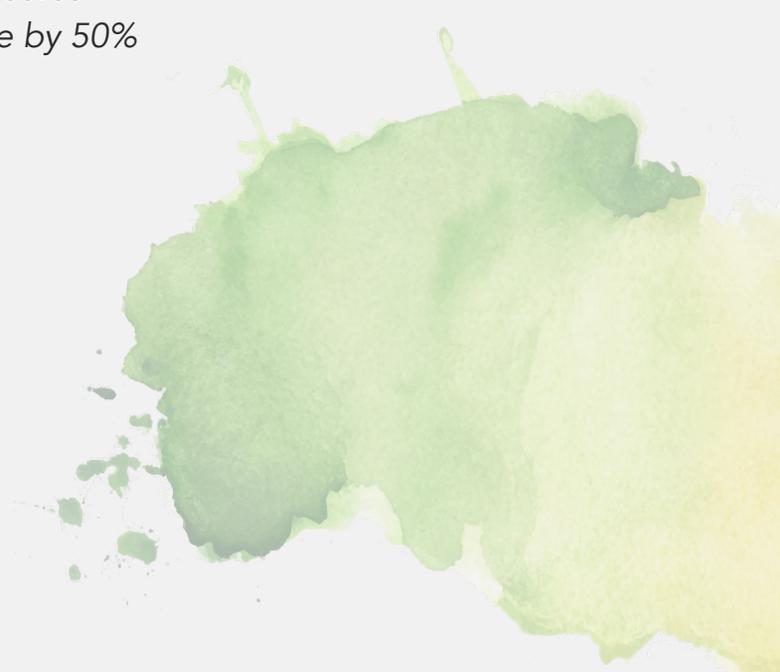
Tests

- If we achieve these, are we clearly on track to the vision?
- Can every team member see how they impact these results?
- Are they ambitious but realistic?

Examples

- *Grow recurring revenue by 30%*
- *Achieve 95% patient satisfaction scores*
- *Reduce customer onboarding time by 50%*

Write Your Key Results



Step 4:

Identify Strategic Drivers

How will we get there?

Strategic Drivers are the **few big bets** you'll pursue to achieve your Key Results. They're directional, not exhaustive, and should differentiate you in the market.

Best Practices

- Limit to 3 – Focus creates momentum; more creates noise.
- Should directionally connect to Key Results but does not need to directly connect in a one to one manner.
- Big enough to move the needle, clear enough to guide action.

Tests

- Does this driver meaningfully impact one or more Key Results?
- Could someone outside your team understand what this means?
- Are these drivers the right size – not too granular, not too vague?

Examples

- *Customer-obsession*
- *Digital automation*
- *Subscription model*

Write Your Strategic Drivers



Step 5:

Articulate Cultural Beliefs

How must we think and act to achieve it?

Cultural Beliefs describe the mindset shift required to move from today's results to future results. They're concise, actionable, and expressed in the first person.

Best Practices

- Identify necessary belief shifts – The beliefs that got us here won't get us there.
- Keep them short, and behavioral (e.g., "I shatter silos").
- Limit to 3 – too many lacks focus.

Tests

- Do these beliefs reinforce the strategies and results we need?
- Are they stated in the positive ("I do this") vs. negative ("I don't do that")?
- Are these values or belief shifts? Values are timeless, but cultural beliefs are current state changes that need to be made and reinforced.

Examples

- *I own the customer experience.*
- *I challenge old ways with respect.*
- *I prioritize long-term trust over short-term wins.*

Write Your Cultural Beliefs



Alignment Check

After drafting, ask:

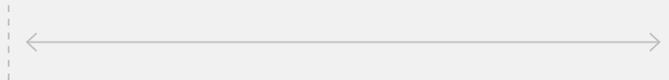
- ✓ If we live our **Purpose**, do we achieve our **Vision**?
- ✓ If we hit our **Key Results**, are we clearly on track to achieve our vision?
- ✓ Will our **Strategic Drivers** help us achieve our Key Results?
- ✓ Do our **Cultural Beliefs** describe the mindset needed to execute on our Strategic Drivers?
- ✓ Can every employee see how they contribute to this equation?

Next Step:

Operationalize and Cascade

You now have a draft of your Results Equation – your first step toward clarity. The next step is to bring your team together, align on every word, and cascade this framework through experiences and accountability systems.

We facilitate workshops that turn this draft into a living framework.
Contact us today for a free consultation.



The Results Equation

Purpose

Vision

Key
Results

Strategic
Drivers

Cultural
Beliefs



Spend 30 minutes with our subject-matter expert senior partners to discuss and address your organization's challenges through specific culture recommendations to change the entire trajectory of your organization.

Speak With an Expert

surrendertolead.com/consultation