



## IRWA on Purpose

Activating purpose throughout the Association





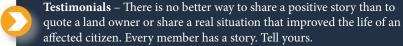
The IRWA has always made a difference in the world, and now we are especially focused on it as we lift up our higher purpose to improve people's quality of life through infrastructure **development**. For us, it is more than a slogan. It is a way of life. When IRWA members go the extra mile for citizens impacted by infrastructure projects—by helping them go from renting to ownership, moving them from a bad part of town to a better neighborhood and even something as simple as adding a dishwasher in a home where there was none—we are reminded that we deal with real people who truly appreciate what IRWA members do for them.

Communicating IRWA's Purpose need not be forced, take long or be boring. Making a difference in a person's life, their community and our world is important work that you can truly feel good about. After all, we improve people's quality of life through infrastructure development every

Onward.

So how do we activate purpose throughout the Association? Here is a hot list of ideas for you to reflect on as you go about your day:

## **Best Ideas to Drive Purpose:**









**Measure it** – Ask members at a meeting whether they know IRWA's purpose. Measure it with a show of hands at the start of the meeting and once more at the end. Repeating our purpose helps people remember it and feel pride in what they do.