

Check us out on:



IRWA on Purpose

Activating purpose throughout the Association

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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 day.

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:

- ➔ **Testimonials** – There is no better way to share a positive story than to quote a land owner or share a real situation that improved the life of an affected citizen. Every member has a story. Tell yours.
- ➔ **Purpose Moments** – Do you have Safety Moments at the beginning of every staff meeting to briefly discuss a safety-related topic? How about integrating a Purpose Moment before team meetings, Chapter meetings and IRWA board meetings?
- ➔ **Member Spotlight** – IRWA regularly highlights our members in Right of Way Magazine, Leaders Edge for IRWA Chapter Presidents and member meetings. Why not recognize someone who has a project and a story to tell about how they are improving people's quality of life?
- ➔ **Show the Video** – IRWA's "About Us" page on the website has a great video on our Higher Purpose. View it yourself and then share the video with others.
- ➔ **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.