

## Mission

---

To help architect a transformational culture in Northwest Missouri by providing world-class training and resources that increase the leadership capacity of our community's leaders.

## The 3D Framework

---

The Joseph Company utilizes a training framework called 3D Coaching to help shape a transformational culture. The 3D Coaching framework was developed by Dr. Jeff Duke, E.D.d. of the 3D Institute. This simple framework empowers leaders to fulfill their transformational purpose. Utilizing the framework helps them to be intentional about pursuing mastery in all three dimensions of leadership. 3D Coaches are:

- Fundamentally sound (1st Dimension)
- Skilled at coaching the mind (2nd Dimension)
- Focused on developing the heart (3rd Dimension)



## Life-Cycle of the Dream

---

Recently, we heard from a high school coach who now fully embraces the 3D framework. Here's what he had to say after finishing his training: *"I now see my student-athletes with new eyes. I now see them more as whole people. The 3D Coaching framework has helped me be more effective in developing character and creating a better environment for learning and performance."*

A better environment for learning and performance, driven by character. Those sound like the marks of a healthy culture! The 3D framework helps leaders see the people they lead with new eyes... in a new way. If we want to create a healthy culture where learning and performance flourish, we need to SEE people beyond mere production.



How about you? What do you see? Can you imagine what it would look like to create a community culture that is life-giving for all and is marked by excellence? Our culture is a combination of what we create and what we allow, but we cannot create what we cannot first imagine.

It starts with US as the leaders. As a leader, a huge part of our job is to be a "see-er." What is the DREAM in your heart for the culture you want to create in Northwest Missouri? Visualize the generational IMPACT we can have on countless lives by creating the right type of culture that allows our people to flourish in all dimensions of their beings. Our community is in dire need of leaders like you to

DREAM BIG DREAMS! Our communities need courageous leaders to step up like never before.

Some of you may feel a bit intimidated by this type of thinking. Let us take some pressure off. That's OK! In fact, we think that it's NORMAL. For now, it's good enough if the dream is just like a tiny seed of an idea, buried in some deep recess of your heart. We believe that's how most dreams and visions start out. In the form of a seed. But here's the good news! With the right "cultivation" (or culture), seeds can GROW.

We believe there is a lifecycle to our visions, or the dreams of our heart. We call it the "Life-Cycle of the Dream." Like a small seed that eventually grows into a huge tree, there is a process that takes time and intentionality.

We've seen the impact this journey can have. We are committed to walking with the people of Northwest Missouri on their own journey of transformation. Let the journey begin!

## The Four Phases

---

### Stage 1: Survival



The first stage is when the dream IS in seed-like form. Perhaps you have this great grandiose vision for a transformational culture, but at this stage it can feel like you are trying to plant a garden on a slab of concrete. You can't see any of the good stuff taking root or blossoming, yet. Here's how you know if your vision is still in "survival" mode: the only way to see it at all is with **eyes closed**. The dream or vision is very fragile at this point, so you have to guard it. It's packed full of potential, but it's still in the incubator. **Eyes closed**.

### Stage 2: Stability

The culture isn't anywhere near where you want it to be, but for the most part you are maintaining the status quo. The vision is *starting* to come to pass. You can now see it with eyes open, **but it still requires some rose-colored glasses**. There are some signs of growth going on, and for the most part you are no longer being overrun by weeds, or problems, popping up everywhere. Your stable. The danger here is complacency. Contentment can easily become the prison of our containment. Don't settle for the status quo. Keep going and keep growing. "Stability" is part of the process, but it certainly isn't the fullness of the vision.



### Stage 3: Success



Now you are starting to hit on all cylinders, and it's yielding "success." Production is up. Problems are down. You have your operating system established, and it's well-oiled. You know you are in the "success" stage because you can now see the vision coming to pass with **eyes-wide-open**. There are no rose-colored glasses required. It's happening. It's great. It's awesome. But... it's still not the fulfillment of the vision. Not or a 3D leader anyway.

### Stage 4: Significance

In survival mode, the dream can only be seen with eyes closed. In stability, it can start to be seen, but it's on the horizon. In success, it's front and center with eyes open. It's happening!

Success is very rewarding. But it takes significance to be fulfilling. This is where the dream is now being seen **through the eyes of others**. This is when it becomes obvious that the dream or vision was never about OUR success as leaders, but about helping OTHER people on their own journey toward significance. Here's the cardinal rule for a transformational leader: "It's not about ME." The successful become the significant once they prioritize helping other people succeed.

