

What is Your Organization's *Signature Gift*?

Every organization, like every person, has a cumulative story which has led it to where it is today. This story will be full of good times and not-so-good times, surprises, frustrations, and blessings. Each group also has its version of what its strengths and weaknesses are as a result of its story. It's like a unique DNA—a "signature" specifically attached to a group. Being able to describe this *SIGNATURE*, the unique gift being offered to the outside world, strengthens the group's sense of pride, creates solidarity among employees, and brings with it knowledge about what to rely on. Knowing your signature will also help you name and understand the opposing force to this gift—the primary difficulty you face—and how that difficulty surfaces during your organization's daily business.

What is your *SIGNATURE*?

Naming your primary *SIGNATURE* does not require deep digging into the past. It relies on thinking about what your most obvious strength is.

1. What are we known for?
2. How are we primarily different from others doing similar work?
3. What do we joke and laugh about most?
4. What makes us feel most alive and connected to our work?
5. What would we be most likely to defend about ourselves?

Note: State the *SIGNATURE* as one unique identifying characteristic of your group. It can be an attribute of the group, or a specific program or service you offer. If you want to have more than one *SIGNATURE*, state each of them as separate sentences so you can respond to the questions below for each unique signature.

Our Organizational *SIGNATURE* is...

Reflection Questions about your group's *SIGNATURE*:

1. It relates to our local community's characteristics of...
2. It builds upon our other strengths of...
3. And connects to our wounds of...
4. The most important benefit we get from it is...
5. But, it contains within it the weaknesses of...
6. And can create outside negative reactions of...
7. The present program components that most embody our *SIGNATURE* are...
8. The goals we're currently pursuing that most embody our *SIGNATURE* are...
9. As an individual employee, how do your gifts both support and hinder your organization's *SIGNATURE* gift?

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