

Our WHY Statement

In February, 2020, the staff participated in a workshop to discover the “Why” of the company – essentially, to dig deeper and try to define the reason the company was in business. Making money is not the purpose of business, but rather an indicator or goal most companies use to define their success. A team that cares about the company and each other needs more motivation than just the knowledge that their efforts have made the company money...in fact, money is not a true measuring stick of success.

The staff wanted to describe why the company exists in this industry, for its investors and residents. In a nutshell, it is not **how** we do what we do, but **why** we do it that is important!

The staff participating in the workshop broke into focus groups, told personal stories of the different experiences they have had while working at Upper Edge, and after 6 long hours, defined the following question:

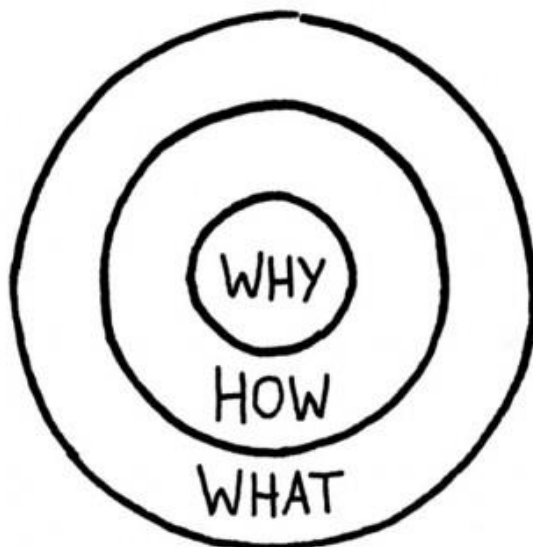
“Why do I come to work?”

and the resulting Why statement:

“To feel fulfilled by empathizing, educating and empowering our clients and co-workers so that we can build strong, impactful relationships”

This is a very powerful and profound statement, and serves as our “guiding light” and path to our true success and goal for our staff:

Every single one of us deserves to wake up and be inspired by the work that we do, and to come home fulfilled at the end of the day by the work that we have done.



What

Every organization on the planet knows WHAT they do. These are products they sell or the services they offer.

How

Some organizations know HOW they do it. These are the things that make them special or set them apart from their competition.

Why

Very few organizations know WHY they do what they do. WHY is not about making money. That's a result. It's a purpose, cause or belief. It's the very reason your organization exists.