



## SEED'S TIP OF THE MONTH:

### WHAT IS YOUR SECRET SAUCE?

SEED's highest-performing client-partners are crystal clear about what they do best.

What are the vital ingredients in your organization's recipe for success?

Typically, your *secret sauce* is a rich expression of your shared values, authenticity and confidence. Based on your core competencies and your team "personality" it is your distinctive signature, as an organization.



In the same way that a master chef draws crowds with a crazy-good spice that puts his chicken mole sauce over-the-top, nonprofit leadership teams can really soar with their strengths when they understand and lean into more of what they do best.

How does your team tease this out? We invite your team to reflect together:



- ❖ *What are we doing that gets the most powerful, standout results?*
- ❖ *What is it about what we do and how we do it that sets us apart from those doing similar work?*
- ❖ *How do we know that we are doing good work? What are our standards for high performance?*
- ❖ *How do we embody our secret sauce? How is it felt, expressed and understood without words?*

Boil it down together. Extract the essence. Then make sure to infuse it in every marketing missive, every verbal and written communication, every strategy and tactic you develop. Apply it to your doing and being. Feature it in your stories and constantly offer it like tasty appetizers to captivate people to your cause.

Secret Sauce is front and center in SEEDing Strategic Plan Delivery – the SEED app that guides teams to bring strategic plans to life. Schedule a demo: [www.seedimpact.org/SocialChangeApps](http://www.seedimpact.org/SocialChangeApps). We can hardly wait to celebrate what **you** do best!