



Purpose, Mission, Vision, Values Statement

Purpose: What we stand for . . .

- Our company is deeply committed to developing business leaders at all levels to be highly trusted, respected, and influential, and recognized for their distinctive value, consistently delivered with authenticity and credibility!

They value the adventure of uniquely contributing, continuously growing, and being rewarded for taking contrary positions with courage, accountability, and sound judgment. As a result, their teams are motivated to exceed their goals and embrace their own aspirations.

Mission: What we focus on . . .

- Our core strategy is to deliver a portfolio of services and products designed to facilitate gender equality and revitalize the passion of business leaders to make a difference or meaningful impact through their work AND lead a fulfilling and vibrant life.
- Our proven coaching strategies benefit the individual's development goals, as well as the organization's talent development and business goals to grow and develop with results that are sustainable over time.

Vision: What we see as possible . . .

- Measurable, meaningful, and uncommon business outcomes created through a collaborative and engaged team effort.
- Leaders leverage their pioneering and innovative spirit as a creative force in delivering meaningful results that make a difference in the world and their daily life.



Values: What really matters to us, the ideas and beliefs we hold as foundational in our work . . .

- **Service:** Provide an experience that transforms each contact into an opportunity to touch the person's life in a positive way that is personal, caring, and uplifting AND delivering on our commitment in a way that inspires each person.
- **Integrity:** Act in accordance with our beliefs, core values and professional, ethical standards at all times, emphasizing authenticity and consistency in all of our business and personal commitments.
- **Excellence:** We continuously strive to deliver services and products with the highest level of quality that exceeds our clients' expectations.
- **Innovation:** The goal of innovation is positive change, to make someone or something better. By approaching our daily work with a passion for innovation and a desire to learn and share that learning with our clients, we can make a significant difference in our clients' lives.
- **Community & Partnerships:** Each of us can add real value to each other. We are committed to building a strong, motivated community that provides the positive benefits of partnership and a supportive and energizing community, encouraging each other's growth and success.

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