

Ozark Mountain Legacy Ideal State

This document describes our “end-in-mind” and how we as a community will measure the success of the Ozark Mountain Legacy Initiative - as we idyllically visualize the usage of the Legacy document and how it will work to make the world a better place because it has been created.

MARKETING/POSITIONING:

- ❖ The Legacy Statements will be used as the key differentiator for our destination and a compelling reason to choose Ozark Mountain Country as a place to live, work and play.

UNIFICATION OF COMMUNITIES:

- ❖ Each community within Ozark Mountain Country adopts the umbrella statements of the Legacy and the Mission, Vision and Core Values as their own and then personalizes the action steps to represent their unique contributions to the area.

TRAINING:

- ❖ Two Ozark Mountain Legacy training curricula exist to help introduce workers and residents to the expectations of the Legacy and *how to* deliver it.
- ❖ An additional curriculum is developed for leadership in our communities showcasing how the Legacy can guide responsible leadership.

PERPETUATION OF EXPERIENCE DELIVERY:

- ❖ The Legacy Statement becomes a filter through which to sift ideas for product development and guest offerings.
- ❖ It benefits employees who choose to work in the area
- ❖ The Communities showcase great delivery of the Mission Statement by gathering and sharing the “stories of success”.

ECONOMIC DEVELOPMENT:

- ❖ The Ozark Mountain Legacy Statement and Mission/Vision/Core Values are positioned by the Cities as a reason to bring business to our community.

A LIVING DOCUMENT:

- ❖ Revisit the Legacy Document every 5 years
- ❖ It can be seen... on a thousand walls
- ❖ Every stakeholder determines their measurements to track success
- ❖ As we bring the Legacy statement to life we treat each other with warmth, honesty and respect