

**> ONE MISSION, ONE TEAM: LEADERSHIP  
LESSONS FROM THE WHITE HOUSE  
COMMUNICATIONS  
AGENCY**



**John Tanner**  
*Founder and CEO,  
C4G Enterprises Inc.*



# One Mission. One Team.

Leadership Lessons from the White House Communications Agency



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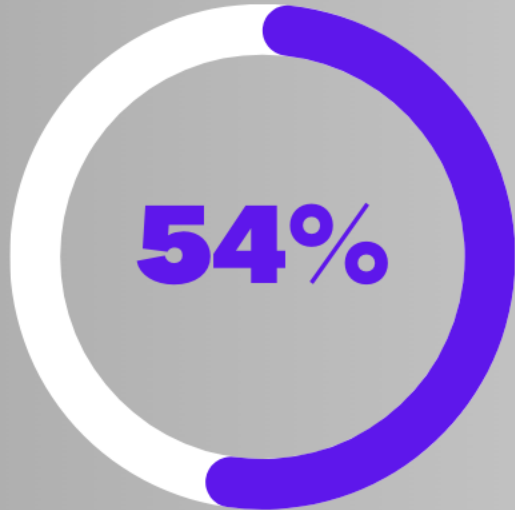






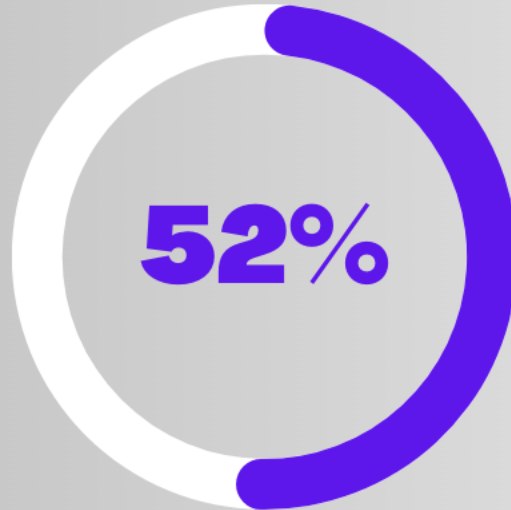
Top Reasons Good Employees Leave

**NOT VALUED BY ORGANIZATION**



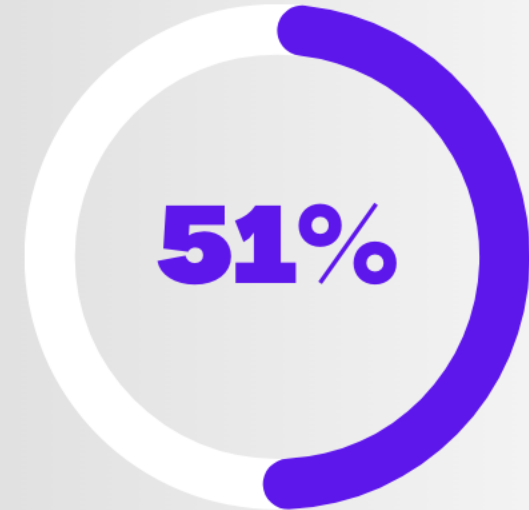
Am I recognized?

**NOT VALUED BY MANAGER**



Am I appreciated?

**LACK OF SENSE OF BELONGING**



Why am I here?





# **One Mission. One Team.**

So, what is your purpose?