



Keep the Thread

When everything around you starts to stretch,
people often lose sight of why they're here.
Not intentionally. It just slips.
The noise takes over.

Your role is to hold the thread that ties
the work back to meaning.

**Not with slogans or big statements, but with
simple reminders of what the team has achieved,
who they've helped, and what difference
today's effort will make tomorrow.**

Purpose doesn't need to be loud.
It just needs to stay visible.
If you keep hold of it, others find their way back to it too.