

## Your Company's Values, Vision and Mission Where are we going?



### The Company's Vision - what's that?

It amazes me how many people, at all levels of an organization, don't know what the Vision of their organization is. No clue. For example, I was working with a very large organization in September, training eight executives about the importance of transformational leadership in their business.

My focus was on making them understand that one of their greatest assets (as is regularly stated) is their people. At all levels. They agreed, although some believe that systems and processes are more important. Null point – there is no purpose in having sophisticated processes and systems without effective people behind them.

I asked them each to write down their Organisational Vision. Forget the Values and Mission for a minute – let's focus on the Vision.

Whilst some (2 in fact) were close, not one of these people running their large business knew precisely what their Vision is. If they, at their level, are unsure what it is, what hope do the people down the line know have to know where they are going?

***Without a Vision, the organization is rudderless, like a boat drifting in the ocean.  
Going nowhere fast. And it's reflected in the bottom line.***

## Why have a Vision?

- A Vision gives the organization and everybody in it a sense of purpose
- It explains what the organization is about and what it stands for
- A Vision outlines where the business is going
- A Vision gives the business and its people something for which to aim
- A Vision is the doctrine that guides everything and everyone in what they do each day
- A Vision gives clarity and keeps the organization on track
- Everything that anybody, at any level or in any role, does in the organization, must be to meet key business outcomes, its strategic plan and fit into its Vision
- Without a Vision, the organization is rudderless, like a boat drifting in the ocean. Going nowhere fast. And this is reflected in the bottom line.



Source: <http://knowledgenet.carmichaelcentre.ie/articles/defining-your-organisations-purpose-importance-vision-mission-and-values>

## Values and Mission Statement

**Values:** The values are those things or behaviours that an organisation holds dear. Behaviours such as 'Respect,' 'Integrity,' 'Fairness' and 'Equality' are common values and they underpin the business and what people do in it.

Core values are 'the feel' of the organisation and generally are fixed over the passage of time and are not changed.

Often values are the product of tradition and the attitudes and actions of founders and /or influential leaders, imitated and passed on until they're second nature, so changing them (if required) can be difficult. Values underpin policies, procedures, strategies, mission and vision

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**The Mission Statement** explains what an organisation is doing, or involved in, in order to meet its Vision. In other words, it outlines what the organisation is involved in NOW, in order to meet its ongoing objectives and Vision.

To make this explanation easier, and to understand the differences, let's consider this example:

<b>Name</b>	Pure Magic International Training Solutions Pty
<b>Values</b>	Respect Encouragement Innovation Resilience
<b>Vision</b>	Grow People, Transform Organisations (This is what we stand for and what we strive to achieve)
<b>Mission</b>	We help clients build resilient organisations and meet key business objectives by creating competent people, teams and leaders in times of change (This is what we are doing to help our clients achieve their key business outcomes)

## **Conglomerate or corner store?**

Whether you are a large, international conglomerate or a small, family owned corner store, it is still critical to know what you are aiming for and have firm goals and plans to achieve the Vision.

For all the reasons outlined already, having a firm Vision will help you design your strategy and plans to achieve your goals. If you don't know what your goals are, your business is in trouble.



### **8 Top Tips for creating an Organisational Vision**

1. Get the right people involved to design a Vision. Customers, leaders, staff and stakeholders can be included.
2. Create a 'can do' and innovative culture. Encourage everybody to express their thoughts and the direction of the Company in a positive way. As a leader, you may be surprised what you can learn.
3. Use reflective practice as an ongoing ritual. Take time out to think about the direction of your organisation and what can be improved
4. Be the change you want to see in the future. Leaders need to model the way, encourage the heart (of their people) and enable them to act. Incorporate this in your Vision
5. Ensure the Vision truly reflects what the organisation strives for.
6. Your Company's Vision is the solution it provides to others
7. Keep the Vision short and to the point

8. Long winded and elaborate Visions often become too complex, confusing and people in the organization lose sight of what it actually stands for. Or what it is.

### **Vision Example**

#### **A Vision that does not work**

We stand to be recognized as a leader in the automative trade and seen as an organisation that is at the forefront of bench-marking.

**Comment:** Too long and very unclear. What does this organisation actually provide? What does it mean by bench-marking?

#### **A Vision that works**

We provide a top quality panelbeating car and truck service to our existing and new clients

**Comment:** Concise, clear easy to understand what they provide (panel-beating service) and what they strive for (to provide a top quality service)