

A woman with long dark hair, wearing a thick, light-colored fur coat, is walking away from the camera on a paved path. The path is lined with trees and a large, well-manicured hedge on the right. In the background, several cars are parked along a street. The overall scene is bright and somewhat overexposed, with a soft, ethereal quality.

Finding your VISION, MISSION & VALUES

Tess
Crawley

Why?

By touching the hearts and minds of our community, including clients, referrers, and future team members, we generate authentic And meaningful connection.

This is the path to achieving great things in our businesses.

It's how we change the world!

VISION

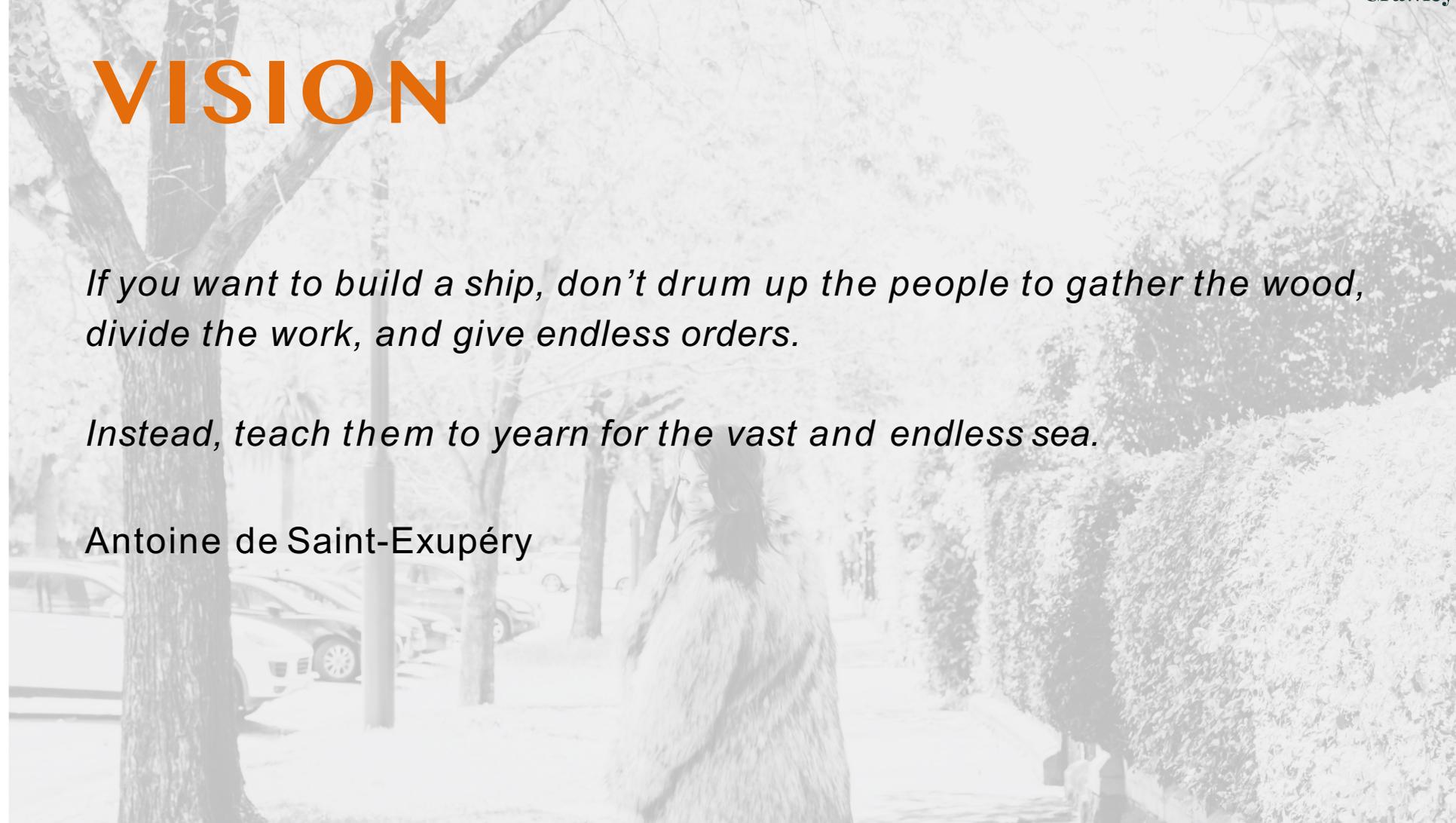
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*If you are working on something exciting that you really care about,
you don't have to be pushed.*

The vision pulls you.

Steve Jobs

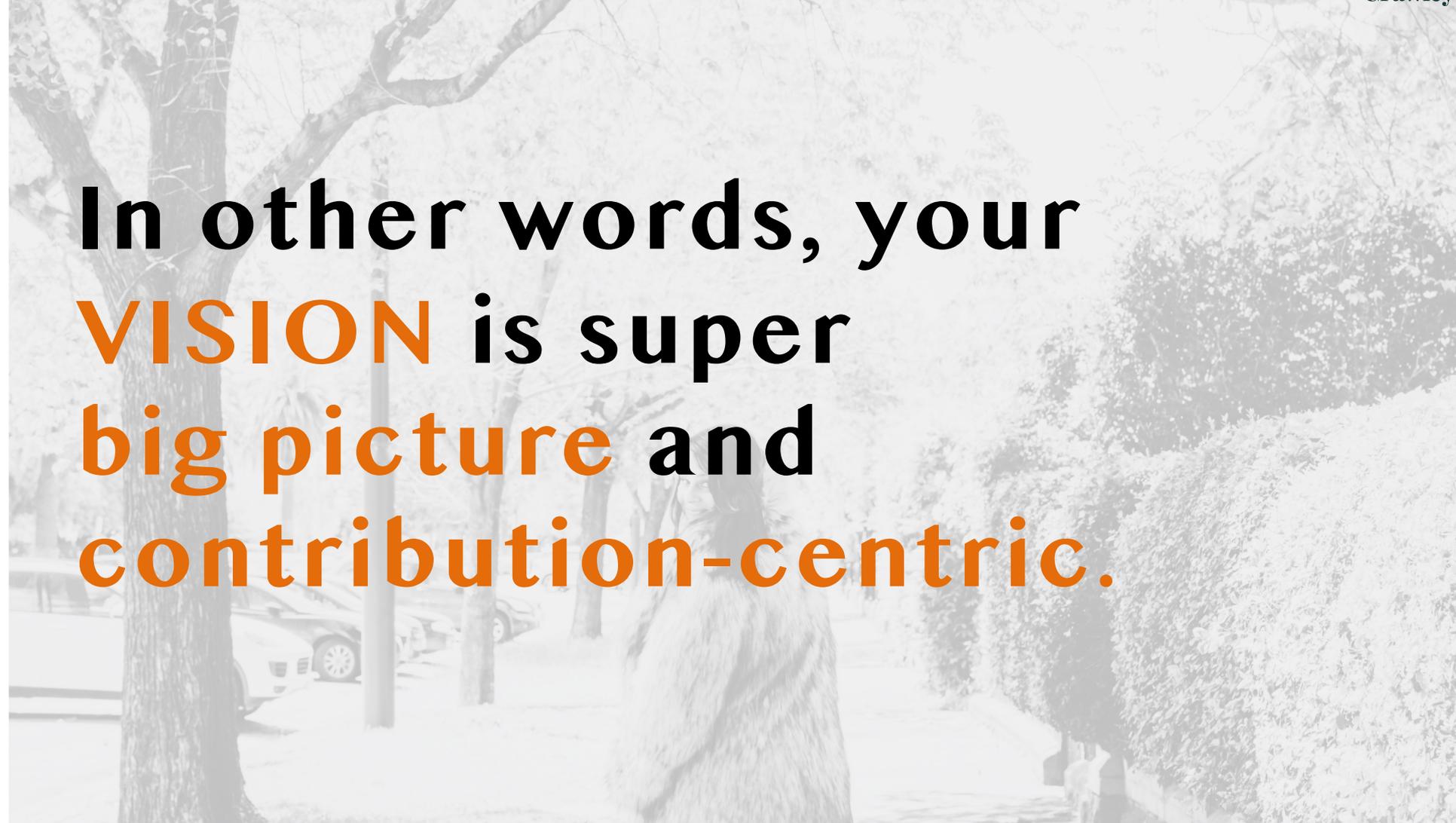
VISION

A woman with long dark hair, wearing a thick, light-colored fur coat, is walking away from the camera on a paved sidewalk. The sidewalk is lined with trees on the left and a large, well-manicured hedge on the right. In the background, several cars are parked along the street. The overall scene is brightly lit, suggesting a sunny day.

If you want to build a ship, don't drum up the people to gather the wood, divide the work, and give endless orders.

Instead, teach them to yearn for the vast and endless sea.

Antoine de Saint-Exupéry



**In other words, your
VISION is super
big picture and
contribution-centric.**

How does that relate to MISSION?

It looks like I was a talk show host. It looks like I'm in the movies. It looks like I have a TV network. But my real contribution and the reason why I'm here is to help connect people to themselves. I'm here to help raise consciousness.

Oprah Winfrey

MISSION

Oprah's VISION is to connect people to themselves and raise consciousness.

Her MISSION (or what she DOES to achieve that) is host a TV show, appear in films, and run a TV network ...

All of which is aligned to her VALUES.

What about VALUES?

These are the principles that underpin everything ...

*Your satisfaction in your work,
your workplace culture,
your hiring/firing ideology,
etc.*



VISION

Your picture of the future. Your contribution centric reason for being



MISSION

What you and your team do, and fight for, every day in order to achieve the Vision



VALUES

Principles that govern and guide who we are and who we must be



Your Vision ...

Allows you to effectively communicate your purpose

Absolutely inspires YOU, so you can inspire others

Helps you define the impact your business will make on the world (not necessarily in measurable terms)

More philosophical and emotional (vs operational and practical)

Defining YOUR Vision

Answer each of these questions (and please go beyond the obvious!):

What are the EMOTIONAL benefits to your clients of engaging with your service?

How does what you do improve the lives of others?

Why is this so important to YOU?

What difference can your business make?

How will your business benefit the world?

Now ... summarise this into a SUCCINCT and POWERFUL statement

Your Mission ...

Think of Vision as future-based, and Mission as present-focussed.

Your mission is action-oriented

What is it that you DO each day and WHO you do it for?

THREE KEYS TO AN ENGAGING MISSION



Brings the future
focussed Vision back
to today



Clearly explains what
your business does



Inspires you and your
team to strive to do
great things



Developing Your Business' Mission ...

Answer each of these questions (and again, go beyond the obvious):

Who does your business serve? (Your ideal client? Your broader community? Referrers?)

How do you serve them? At the very highest level, what is it that you and your business DO for these people?

What impact or effect does this work have on them, in terms of meaningful outcomes?

Even on the hardest days, what inspires you and your team to keep going?

*Now, summarise this in a **SUCCINCT** and **POWERFUL** mission description.*

VALUES ...

More than a “values exercise” or “slices of a pizza” ...

Our values as business leaders define, guide, and govern not only who WE are and who WE must be, in order to be in alignment to our values ...

They define, guide, and govern who our BUSINESS is and what our BUSINESS CULTURE must be in order to be authentically in alignment with those values.

Surprise ... They might not directly reflect ALL of your personal values (but they shouldn't be in direct conflict with them either).

Capturing the Essence of Your Business VALUES

Principles that define your business' unique essence or “DNA”;

Set the standards for who we MUST be in our community (to be in alignment);

Considers and respects the unique elements and characteristics of each member of our business (including you);

Draw inspiration from the qualities of those you admire (both within your team and outside of your business).

Your Business VALUES

Answer each of these questions:

What is the unique culture of your business? It's DNA. Spend time on what this should look like.

What are the features of the key people within your business that you'd like to see more of? Attitudes? Communication style? Behaviours? If you don't yet have team ... what do you aspire to in this regard?

Think of someone whose attitudes, communication style etc you do NOT want to see in your team. What would you eliminate or avoid?

Conversely, what's currently missing from your team on these domains?

List your defined values from most to least important.

What's the Impact for Your Business?

Imagine how, going forward, your clearly defined Vision, Mission, and Values will impact:

*Strategic direction ... Branding ... Marketing ... Sales processes ...
Development of new products / services ... Customer service style and
processes ... Financial management ... Recruitment processes ... Staff
selection ... Onboarding ... Leadership style ...*

What else can you think of?