

Mission, Vision, Values / Priorities Card

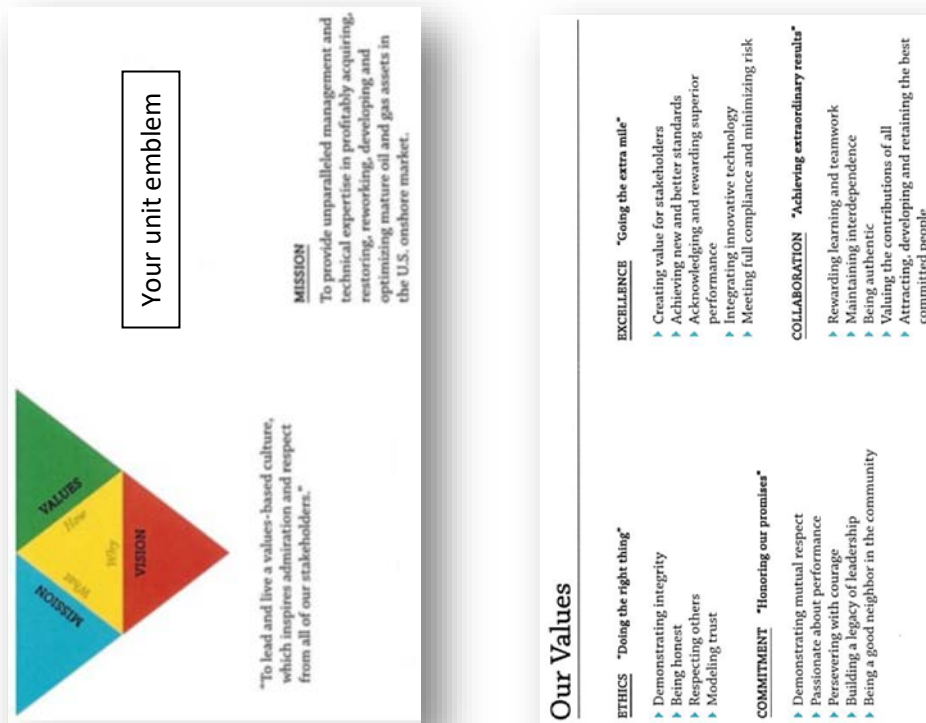
Target Audience: Leaders at all levels

Purpose

To help your team understand the why, how, and what of your organization.

Description

Most organizations build purpose, vision, and mission statements as a part of their strategic development efforts. Additionally, many organizations establish core values in an effort to define, build and grow their culture. Often these are extremely powerful strategic endeavors, occurring at unit off-site events. Teams walk away with a clear vision and purpose in addition to understanding the why, how and what of their organization. Yet, just as quickly as the energy and clarity arises, it can fade if not attended to, nourished, reviewed, and instilled into the fabric of our daily lives. Here is a card example:



Truly great organizations integrate their vision, mission, and values into everything they do. They shape the focus of meetings, decision making, priorities, and even performance appraisals. They “communicate the message” frequently and effectively through modeling, sharing, and inspiring others to do the same.

As a reminder, vision conveys potential (and with purpose is the *why*). Mission relates the *what*. Values is the *how*. “*It’s not just what you do, it’s how you do it.*”

Employ

- As a team, develop your unit’s mission, vision, and values in alignment w/ HHQ’s. Lay out expectations and priorities. Encourage equal & creative input. Aggressively seek feedback.
- Present to work centers at all levels. Seek their input and feedback. Invite flights/teams to develop & present their plans/goals based on the unit’s goals.
- Creatively connect / relate analogies / stories / graphics. Keep it simple!
- Share, distribute freely; repeat often. Apply to every day decisions. Post everywhere. Live it!