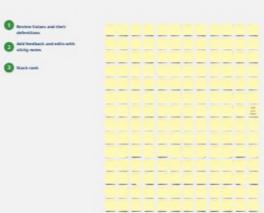## Values Draft

Options:

- CREATE FROM SCRATCH DURING SESSION: Draft as a team during the session, to incorporate ambition in headline activities.
- REFINE DURING SESSION: This can also be an activity completed before the session to get feedback from the customer.
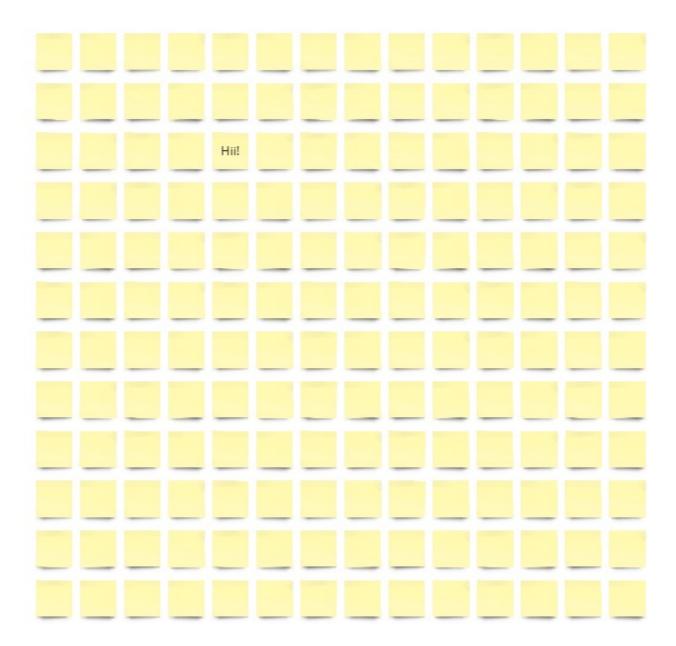- What resonates with you? Is there anything missing?

1. Review Values and their definitions.
2. Add feedback and edits with sticky notes.
3. Rack rank

[Customer] Values

Value 1	This is an example of what the definition is for this value. It will probably be at least two or three sentences.
Value 2	This is an example of what the definition is for this value. It will probably be at least two or three sentences.
Value 3	This is an example of what the definition is for this value. It will probably be at least two or three sentences.
Value 4	This is an example of what the definition is for this value. It will probably be at least two or three sentences.
Value 5	This is an example of what the definition is for this value. It will probably be at least two or three sentences.

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Introduction

Goals

1. Get familiar with V2MOM as a tool
2. Brainstorm potential Vision statements
3. Align on Values and their definitions
4. Leverage digital collaboration tools to simulate being together physically

Agenda

- Intro and set up
- V2MOM Overview
- Vision activity
- Values activity
- Methods & Measures
- Obstacles
- Next Steps

Ground rules for today

1 Take breaks

When you need a coffee refill or bio break.

2 Speak up

You're the expert and we all want to benefit.

3 No punting

Don't give anyone homework. Share what you know!

4 Open mind

Lots of new virtual things happening.

5 Build on others

Be gracious, not critical; we'll critique later.

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Double click to say hello 👋

(sticky note grid, one note reads:) Hii!

Icebreaker

Grab & drop a dot to represent you and drop it on your home town (or close enough!)

Welcome to the

[Customer]

V2MOM Workshop

Month 00, 2020

customer logo   X   salesforce

"It is challenging to maintain a cohesive direction against a backdrop that is constantly changing. V2MOM is the glue that binds us together."

Marc Benioff

So, what is the V2MOM?

Vision   Defines what you want to do or achieve

Values   Principles and beliefs that help you pursue this vision

Methods   Actions and steps to take to get the job done

Obstacles   Anything you have to overcome to achieve this vision
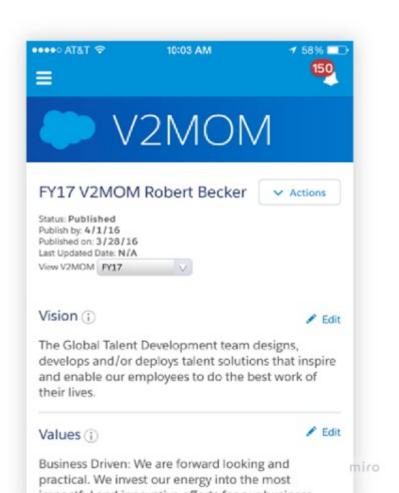
Measures   Defines what you want to do or achieve

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Transparency and alignment across the organization

Unsurprisingly, we create our V2MOMs within our Salesforce platform.

This enables everyone can see everyone else's V2MOM at the click of a button!

Anyone can look up any of our 50,000 plus employees and read their V2MOMs on their phone / desktop and learn more about their plans for the next year (and previous years).

Vision — what do you want to achieve?

The **Vision** represents what you want to achieve or accomplish. It focuses on what's most important to you. Writing a great Vision helps you paint a picture of what you want the future to look like.

Values — what's important to you?

Values represent the principles or beliefs that are most important as you pursue your Vision. They guide everyday decisions and tradeoffs.

Methods — how do you get it?

Methods represent the actions you take to achieve your Vision. For a company or team, methods are the steps to take to bring the vision to reality. What are the specific actions that your company or team needs to take to achieve the Vision?

Obstacles — what is preventing you from being successful?

Obstacles are things that block your progress, get in your way, or make it difficult to accomplish what you've outlined. Identifying Obstacles before you jump into your work helps you anticipate challenges and proactively consider how to overcome them.

Measures — how do you know you have it?

Measures tell you and others when you've achieved success or successfully completed your Methods. They focus on the measurable outcomes of your work, not your day-to-day activities. It's really the "brass tacks" of it all. A wise V2MOM sage once said, "If you're not able to measure it, you probably don't understand what you are trying to achieve."
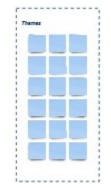
Vision

Headlines of the future

- Split into break out rooms (3 people in each group)
- You have 20 minutes to create your team's magazine cover
- Select a magazine cover, draft a headline, add sidebars, drop in some quotes – if you're feeling fancy, find an image to bring your headline to life!

45 min

1. Review Vision examples
2. Imagine [Customer] headlines of the future
3. Surface & prioritise themes

Magazine templates

FORTUNE	TIME	WIRED	Harvard Business Review	Forbes	FAST COMPANY
Big Headline Here	Big Headline Here	Big Headline Here	Big Headline Here	Big Headline Here	Big Headline Here

What do we want to achieve?

- Who do we want to serve?
- What [Customer] goals will we address
- What impact do we want to have?
- What time frame are we working within?

The vision should be **bold**, **clear**, and **inspiring**.

What is the current vision of [Customer]?

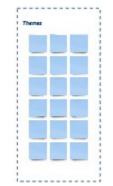[Insert current vision]

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Group 1

Headlines of the future

- Split into break out rooms (3 people in each group)
- You have 20 minutes to create your team's magazine cover
- Select a magazine cover, draft a headline, add sidebars, drop in some quotes – if you're feeling fancy, find an image to bring your headline to life!

🕐 20 min

1 Review Vision examples

2 Imagine [Customer] headlines of the future

3 Surface & prioritise themes

Magazine templates

Inspiration

Completed examples

YOUR COVER GOES HERE

Themes

miro

Group 2

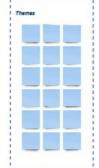## Headlines of the future

- Split into break out rooms (3 people in each group)
- You have 20 minutes to create your team's magazine cover
- Select a magazine cover, draft a headline, add sidebars, drop in some quotes – if you're feeling fancy, find an image to bring your headline to life!

🕐 20 min

1 Review Vision examples

2 Imagine [Customer] headlines of the future

3 Surface & prioritise themes

Magazine templates

Inspiration

Completed examples

YOUR COVER GOES HERE
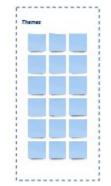
Themes

miro

Group 4

Headlines of the future

- Split into break out rooms (3 people in each group)
- You have 20 minutes to create your team's magazine cover
- Select a magazine cover, draft a headline, add sidebars, drop in some quotes – if you're feeling fancy, find an image to bring your headline to life!

🕐 20 min

① Review Vision examples

② Imagine [Customer] headlines of the future

③ Surface & prioritise themes

Magazine templates

Inspiration

Completed examples

Themes

YOUR COVER GOES HERE

miro

Group 3

Headlines of the future

- Split into break out rooms (3 people in each group)
- You have 20 minutes to create your team's magazine cover
- Select a magazine cover, draft a headline, add sidebars, drop in some quotes – if you're feeling fancy, find an image to bring your headline to life!

🕐 20 min

1 Review Vision examples

2 Imagine [Customer] headlines of the future

3 Surface & prioritise themes

Magazine templates

Inspiration

Completed examples

YOUR COVER GOES HERE

Themes

Values

What is important to us?

- What are clear beliefs that will drive our vision?
- What are the common/core values held by team members of the organization?
- What are the new values that will need to be internalized that are not present today?

What are the current values for [Customer]?

- Value 1
- Value 2
- ....

Values for transformation

- 30 mins
- Brainstorm values in a group
- Use voting function to decide on Top Values.

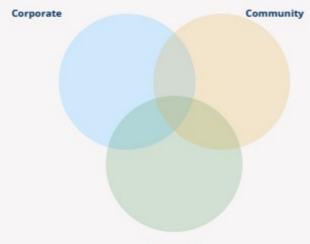- Write down as many values as you can think of that are important to the success of transformation
- Each person reads their values out loud and adds them to the relevant group bucket.
- Within the bucket, we'll group similar sticky notes together
- Each individual votes for their top 3 values

Corporate   Personal   Community

Common themes

- Discuss the list as a group
- Dot vote for top Values for the transformation
- If needed, Decider chooses top Values for V2MOM

- 30 mins
- Add the top 3 stickies from the previous activity to the area below
- Discuss the final list together as a group
- Grab the dots to vote for top Values

Corporate   Community

Personal

Methods & Measurements

How will we do this?
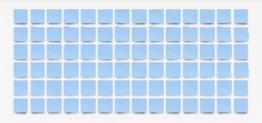
Methods are the actions you take to achieve your Vision.
- What activities must be completed by each group affected by the vision?
- What actions must leadership take to execute on the vision?
- What activities must be done to enhance engagement with your teams?

Measures help you understand when you have met your goal.
- How will success be measured for each identified method?
- How will we know that the vision has been accomplished?
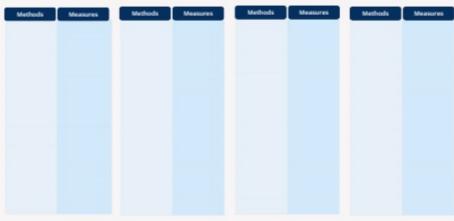- How will we all measure success?

Brainstorming

- Think back to your Vision & Values to brainstorm activities that will help you reach our goal
- Use the column "Methods" to list projects and workstreams and put the KPIs and other measurements that will help measure progress in the opposite column

1. Fill out the Methods and Measures based on Vision and Values
2. Share out and add feedback with sticky notes
3. Rank rank

Method example
Retail provide our customers a simple integrated experience, seamlessly blending human and digital interactions that proactively anticipate their needs and offer solutions that are relevant and timely.

Measure example
Teams is fully established by Q3, 100% of new hires are in place. Reduce average time to onboard client from 4 weeks to 2 weeks by March 31, 2025.

Methods	Measures	Methods	Measures	Methods	Measures	Methods	Measures

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Obstacles

What will get in our way?

Obstacles are things that block your progress, get in your way, or make it difficult to accomplish what you've outlined.

Identifying Obstacles before you jump into your work helps you anticipate challenges and proactively consider how to overcome them.
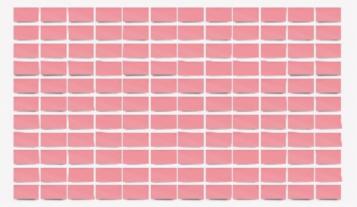
Brainstorming

- What stands in the way of accomplishing each method?
- What internal forces will we need to be aware of?
- What are the external / market forces that could inhibit our vision?
- Why has this vision not been tackled in the past?

1. Write down as many obstacles as you can think of

2. Each person reads their obstacles aloud to the group

3. Discuss the list as a group. Are there any obstacles that we have missed?

Pro tip
- Tag your name on the sticky so that you can easily sort them after the brainstorm
- Use emojis to add '+1' and show support on other stickies

Thank you!

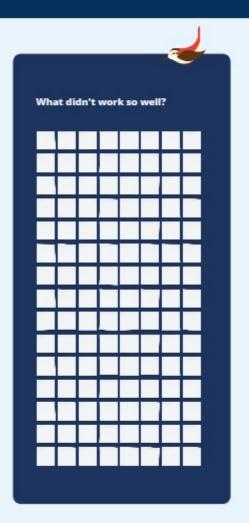# Feedback

What worked well about this session?

What didn't work so well?

Any other questions we can follow up on or things we didn't get to?

Q&A