

Advanced Diploma in Leadership and Management

Lesson 3 Practical
Leading with vision,
values and purpose.



Lesson Three

Leading with Vision, Values and Purpose



How to craft your values, vision and mission statements.



Some examples of good and bad mission, vision, and value statements



Personalizing your vision.

From your purpose all else will follow

How do you achieve this focus and alignment



Goals

Goals are results-oriented outcomes that contribute directly to the accomplishment of the mission

Mission

Think of the mission as a short-term vision.

Vision

A vision is a realistic, credible, and attractive description of the future

Values

Organizational values describe what your people believe in and consider important.

Purpose

A purpose statement is a broad definition of why your organization exists – in other words, the purpose it serves.

Pillar 1

Values

“By choosing to embrace and practice good **values** every day, you choose the higher course in life.
And your life goes in a direction that you will always feel good about.
You may not always get what you desire, but you will always **be** the person you **desire** to be.”

John C Maxwell

"There can be no happiness if the things we believe in are different from the things we do." - Freya Stark

Why do values matter



Gives you self-respect

If you do not respect yourself, how and why should anyone else do it?

Helps you to be clear about what you want

Especially in your job search and career decision making.

Helps you in making decisions

The decisions you make are a choice of values that reflect your life in every way.

Helps you to enjoy your work and life

There is a positive correlation between our values and job satisfaction.

Helps keep you focused and motivated

Working for a cause we truly value and believe in is the energy plug we need the most to be happy and motivated in the long run.

80% of the Fortune 100 tout their values publicly—values that too often stand for nothing but a desire to be au courant or, worse still, politically correct.

Crafting your core values



Operating philosophies or principle

These guide an organisation's internal conduct as well as its relationship with the external world.

Define the organization you strive to be

Describe something of your culture, your ethos and your priorities.

Represents the how you will behave

Works alongside the what and the where of your mission and vision statements.

Reflect and inform the culture

It will only do so if effort is made to 'make them breathe'.

How are we today

Your values should describe something of how your organisation currently is, less what it wishes to become.

- Leadership: The courage to shape a better future
- Collaboration: Leverage collective genius
- Integrity: Be real
- Accountability: If it is to be, it's up to me
- Passion: Committed in heart and mind
- Diversity: As inclusive as our brands
- Quality: What we do, we do well

Values Example

The purpose of values statements is to inspire



Pillar 2

Vision

“ Vision is the ability to talk about the future with such clarity it is as if we are talking about the past.”

Simon Sinek

Our vision is only actionable if we share it. Without sharing, it's just a figment of our imagination. Simon Sinek

Crafting your vision



Be Inspirational

Challenge, enthuse and inspire. Use powerful words to articulate the kind of institution you are trying to become

Be ambitious

What targets you set and how high you aim will say something about you as an organisation.

Make it realistic

Ambition is tempered by an underlying sense of realism.

Be creative and descriptive

Think imaginatively about what your vision is and how you describe it to help stand out from the crowd.

Be clear and consistent

there should still be an element of continuity between your mission and vision statements



Vision Example

At IKEA our vision is to create a better everyday life for the many people. Our business idea supports this vision by offering a wide range of well designed, functional home furnishings products at prices so low that as many people as possible can afford them.

Pillar 3

Mission

“A small body of determined spirits fired by an unquenchable faith in their mission can alter the course of history.

Ghandi

Crafting your mission



Make it succinct and memorable

Try to make it something that people will be able to remember.

Make it unique to you

Focus on what it is that you strive to do differently:

Make it realistic

Your mission statement is supposed to be a summary of why you exist and what you do.

Make sure it's current

Though it is not something which should be changed regularly, neither should it be set in stone.

Review it with your team

It needs to be accepted by the broader team members

Mission Example



Honest Tea's mission statement begins with a simple punch line connoting their tea is real, pure, and therefore not full of artificial chemicals. They're speaking to an audience that's tired of finding ingredients in their tea they can't pronounce, who have been searching for a tea that's exactly what it says it is.

The Purple Promise: I will make every Fedex experience outstanding
LL Bean



Core values statement

Sell good merchandise at a reasonable profit, treat your customers like human beings, and they will always come back for more.

Customer guidelines

"A customer is the most important person in the company's history - personally or by mail.

A customer is not dependent on us, we're on it. A customer is not an interruption of our work, which is the purpose.

We do you a favor, you do us a favor by giving us the opportunity.

A customer is not someone to argue or match mind. Nobody ever won an argument with a customer.

Twitter connects everyone to what's happening in the world right now.

Twitter



Mission Statement

- To give everyone the power to create and share ideas instantly, without barriers.

Their interpretation

- “Our mission statement puts our users first and defines our clear purpose—to give everyone the ability to be heard, seen, and share their thoughts and experiences as they happen,” says Brian Schipper, vice president of human resources, “It is our compass when we’re building the platform and developing new products and policies. We want to empower individuals and be a force for good in the world.”

Feel like a family

Bright Horizons Family Solutions



Core values statement

The HEART Principles: Honesty, Excellence, Accountability, Respect, Teamwork

Mission

Bright Horizons Family Solutions® is a leading provider of early education and preschools, employer-sponsored child care, back-up care, educational advisory services and other work/life solutions. We strive to:

- Nurture each child's unique qualities and potential
- Support families through strong partnerships.
- Collaborate with employers to build family-friendly workplaces.
- Create a work environment that encourages professionalism, growth, and diversity.
- Grow a financially strong organization

America's Healthiest Grocery Store™

Whole Foods Market



Higher Purpose Statement:

With great courage, integrity and love—we embrace our responsibility to co-create a world where each of us, our communities, and our planet can flourish. All the while, celebrating the sheer love and joy of food.

Values Matter

At Whole Foods Market®, "healthy" means a whole lot more. It goes beyond good for you, to also encompass the greater good. Whether you're hungry for better, or simply food-curious, we offer a place for you to shop where value is inseparable from values.

The Purple Promise: I will make every Fedex experience outstanding

FEDEX



Our solutions connect people and possibilities

Connecting people with goods, services and ideas creates opportunities and improves lives. At FedEx, we believe that a connected world is a better world, and that belief guides everything we do.

Mission

FedEx Corporation will produce superior financial returns for its shareowners by providing high value-added logistics, transportation and related business services through focused operating companies. Customer requirements will be met in the highest quality manner appropriate to each market segment served. FedEx will strive to develop mutually rewarding relationships with its team members, partners and suppliers. Safety will be the first consideration in all operations. Corporate activities will be conducted to the highest ethical and professional standards.

Without vision there can be no unity of purpose.

Personalize your vision

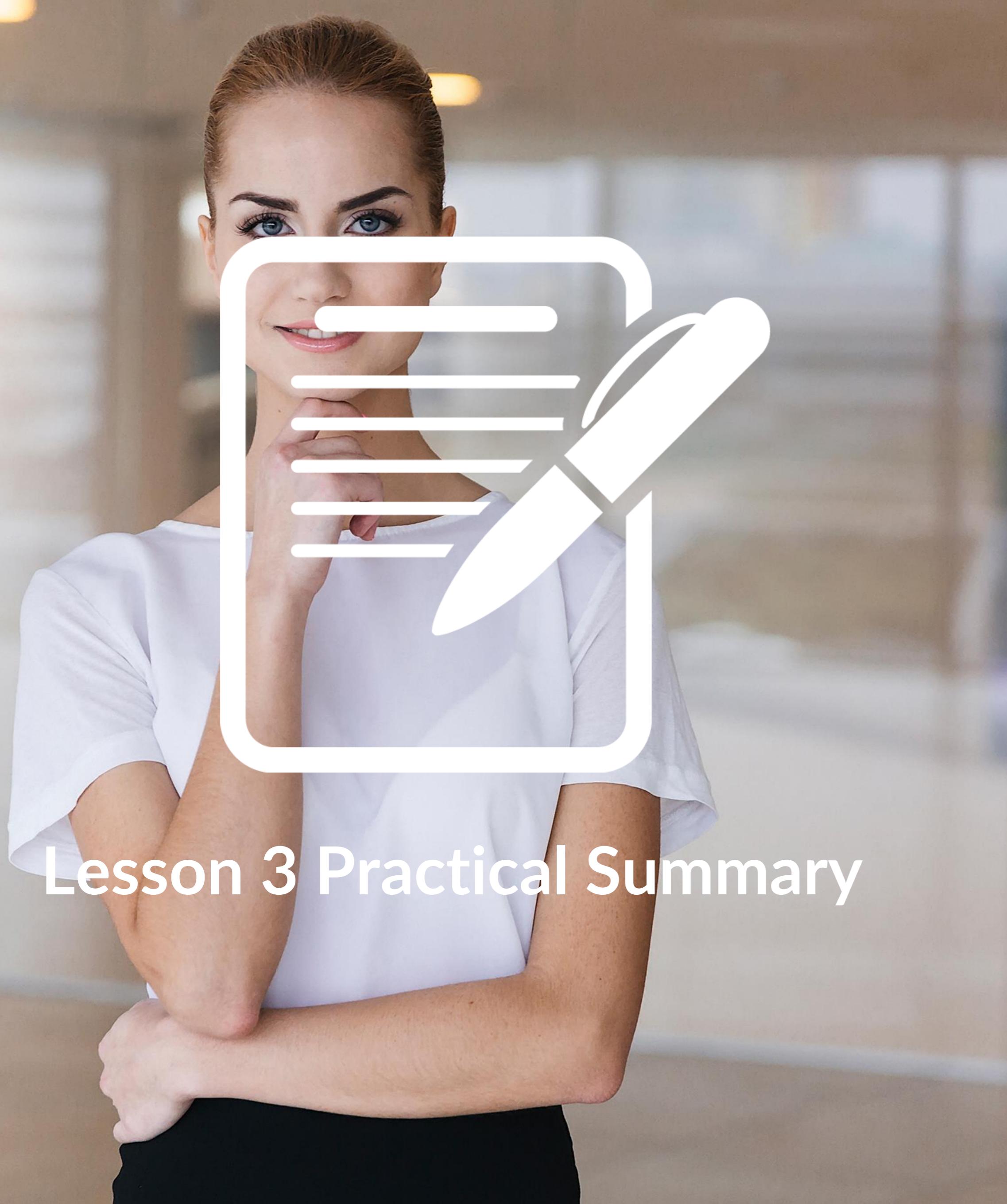


Visualize your future

- For leaders, a vision is not a dream; it is a reality that has yet to come into existence
- What do you envision for yourself in the next five years?
- How do you want to grow?
- What do you envision for your work?
- What do you envision for your family life or friendships?
- What do you envision for where you live?
- What do you envision for fun and recreation?
- What do you envision for yourself as a leader?

Vision values and purpose practical

1. How to craft your values, vision and mission statements.
2. Some examples of good and bad mission, vision, and value statements
3. Personalizing your vision.



Lesson 3 Practical Summary