

Diploma in Leadership and Management

Lesson 3

How leaders have
vision, values and
purpose.

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ADVANCED DIPLOMA
IN LEADERSHIP AND MANAGEMENT



Lesson Three

How leaders have vision, values and purpose



Leadership and Culture



Value Based Leadership



Creating a Vision and Purpose

What do we mean when we talk about culture?

Leadership and company culture



Trust

Have you worked in a company that created and valued trust?

Purpose

Have you ever worked for a company that has had a real sense of purpose?

Engagement

Have you ever really felt engaged in your work?

Consciousness

Have any of you been conscious of business success and its wider impact on society?

Valued

Do you now, or have ever, felt valued?

Alignment

Have you experienced work where everything has been aligned?
Strategy, systems, structures.

What do we mean when we talk about culture?

Wholefoods: Being a force for good. John Mackey CEO.



Contributing to the greater good

Members connect their work directly to positive impacts on their local and global communities.

Clear sense of purpose

Sell the highest-quality organic food and improve people's well-being.

Whole foods, whole people, whole planet

Their mission is deeply rooted in the company culture.

Empowers his 62,000 employees

No need for interference.

What do we mean when we talk about culture?

Why culture matters?

Culture exerts influence

- Corporate culture influences employee's leadership styles more than any other aspect of their job.

Culture has potency

- Successful mergers either have similar leadership styles, or, the culture tolerated different ones.

It's hard to pin down

- Culture get blamed when mergers fail.
- It's tough to measure.
- Is this true?

Can't be written down

- You can have a vision, purpose, and mission statement, but do you live it ?

Cultural change is hard

- Changing the CEO is tough
- Changing the masses of employees towards a new vision is a huge challenge.

Must be worked every day

- Culture is all about we.
- Culture is our behavior.
- People do what people see.

What do we mean when we talk about culture?

So what is culture?



Culture is the company's personality?

It's the collective behaviors of you people

It's who you are?

If you don't like your culture – only you can change it !

Your great Subtitle in this line

How do you create a winning culture?



Vision, purpose & values

- Create a vision that has purpose.
- Ensure your values are communicated.
- This creates the platform for buy-in.

Accountable

- Hold each other accountable.
- Build culture of continuous improvement.
- Focus on the results – not the blame game.

Trust

- Set consistent priorities and goals.
- Be transparent in your communications.
- Recognize the right behaviours.

Attract talent

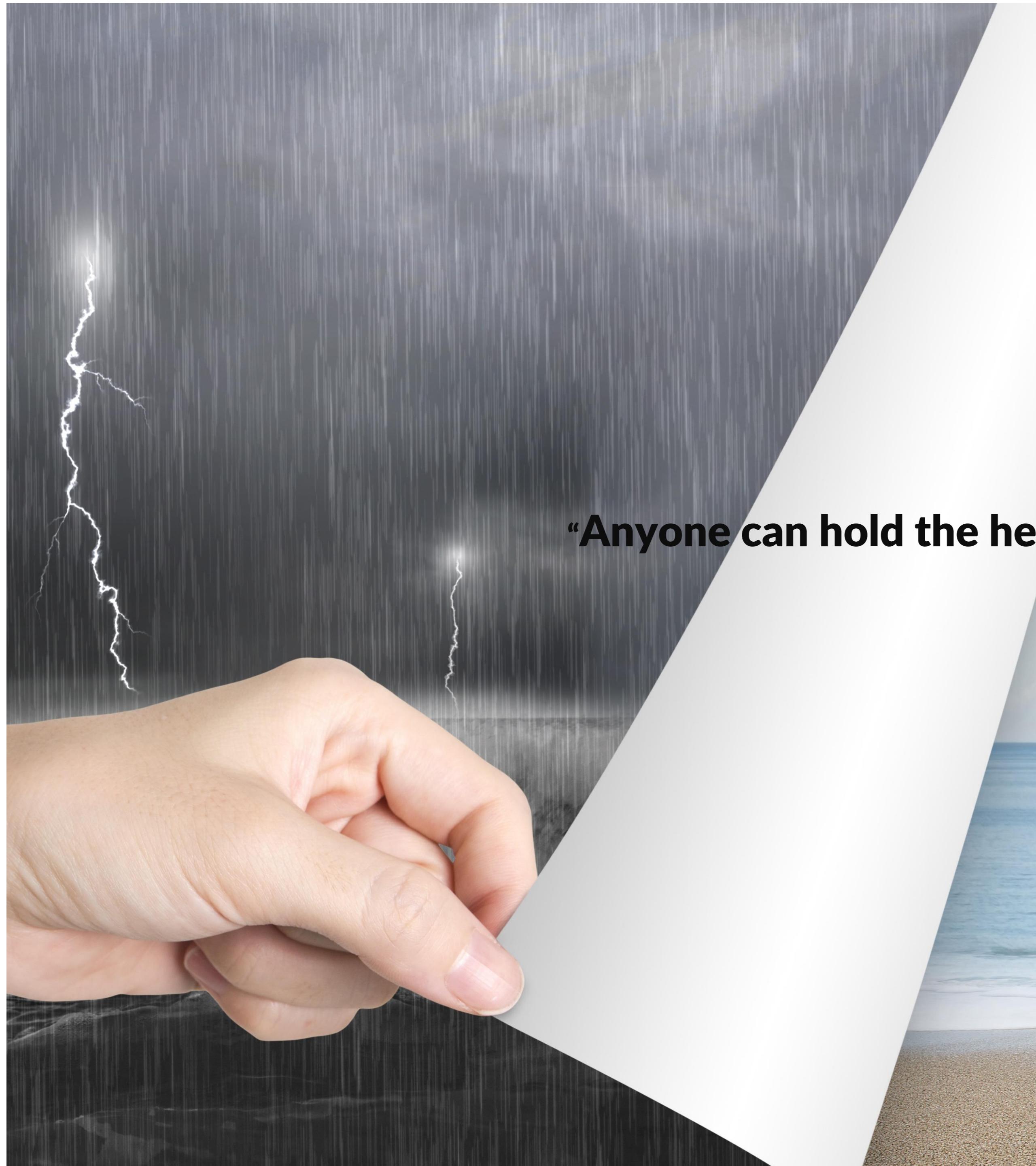
- Attract talent that strategically aligns with the company values.
- Get the right fit

Encourage

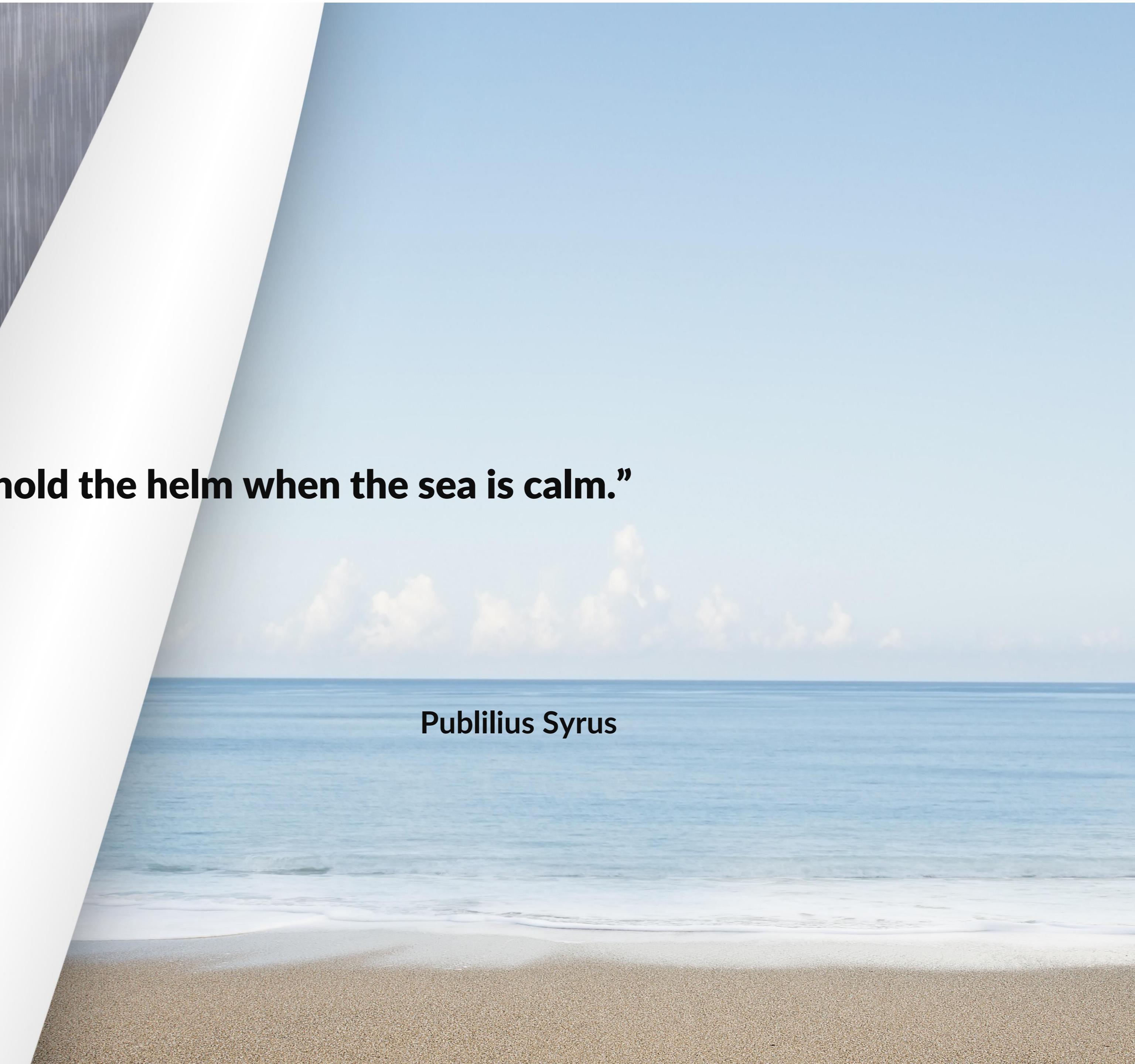
- Innovative thinking
- Create time for critical thinking
- Collaboration

Take Action

- Address wrong behaviors, like gossip.
- Close performance gaps.
- Grow and develop your people.



“Anyone can hold the helm when the sea is calm.”



Publilius Syrus

What is value based leadership?



Leaders allow time for **self-refection** to

- Identify what matters most to you.
- Find out what you stand for?
- Discover what your values are.



Leaders are **open-minded**

- See things from different perspectives.
- Ask for different viewpoints.
- Considers all sides and opinions



Leaders have **confidence**

- Acceptance of who you are.
- Recognize your strengths and weaknesses.
- Seek improvement in everything



Leaders are **humble**

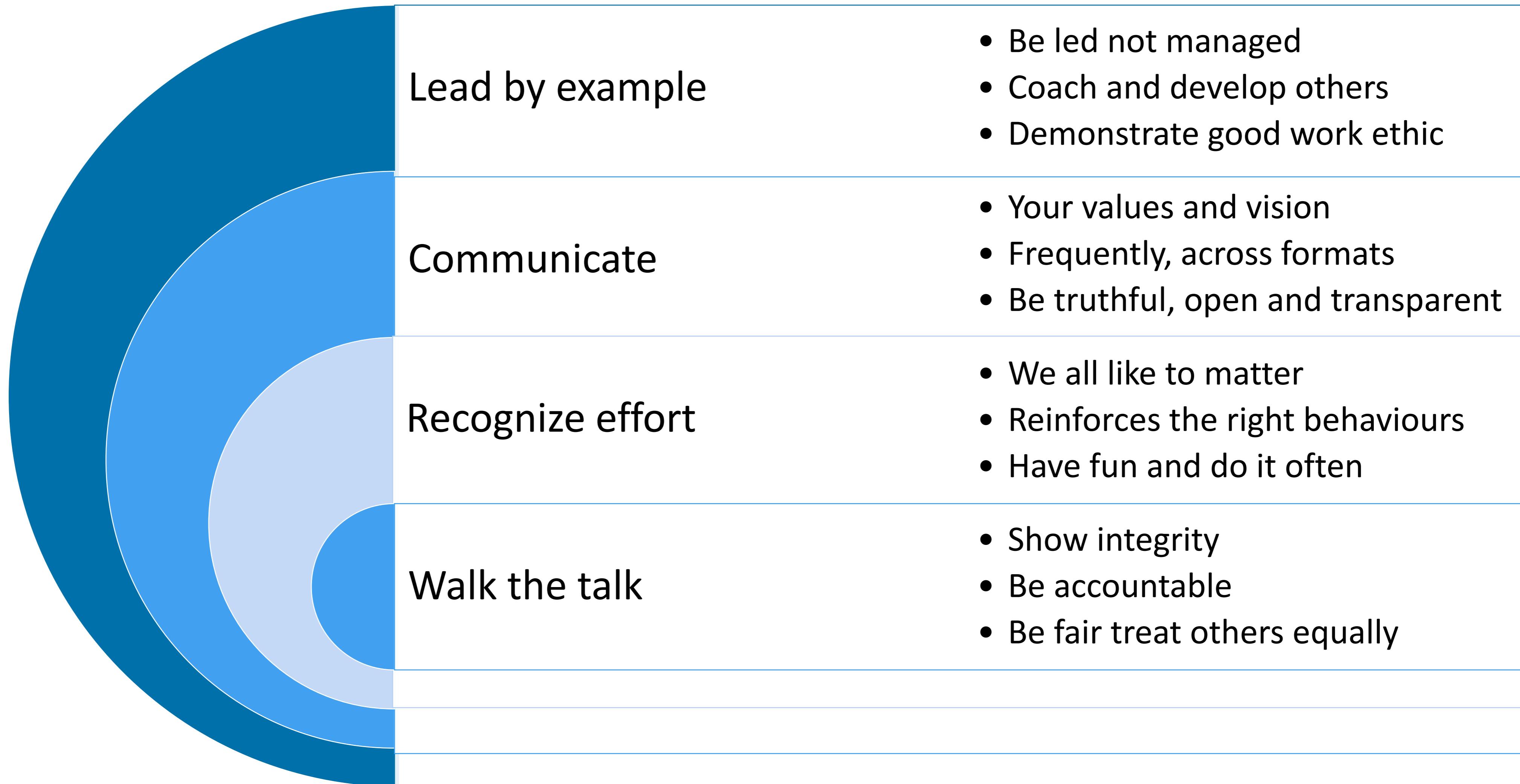
- Never forget who you are.
- Value each person you work with.
- Treat everyone with respect.

“

Values-based leadership is based on the notion that personal and organizational values are aligned. A company's mission, vision, strategy, performance measures, incentive programs, procedures, and values are all a representation of the leader's ethics and values.

”

How do you practice value based leadership?



Examples of why culture and values improve performance

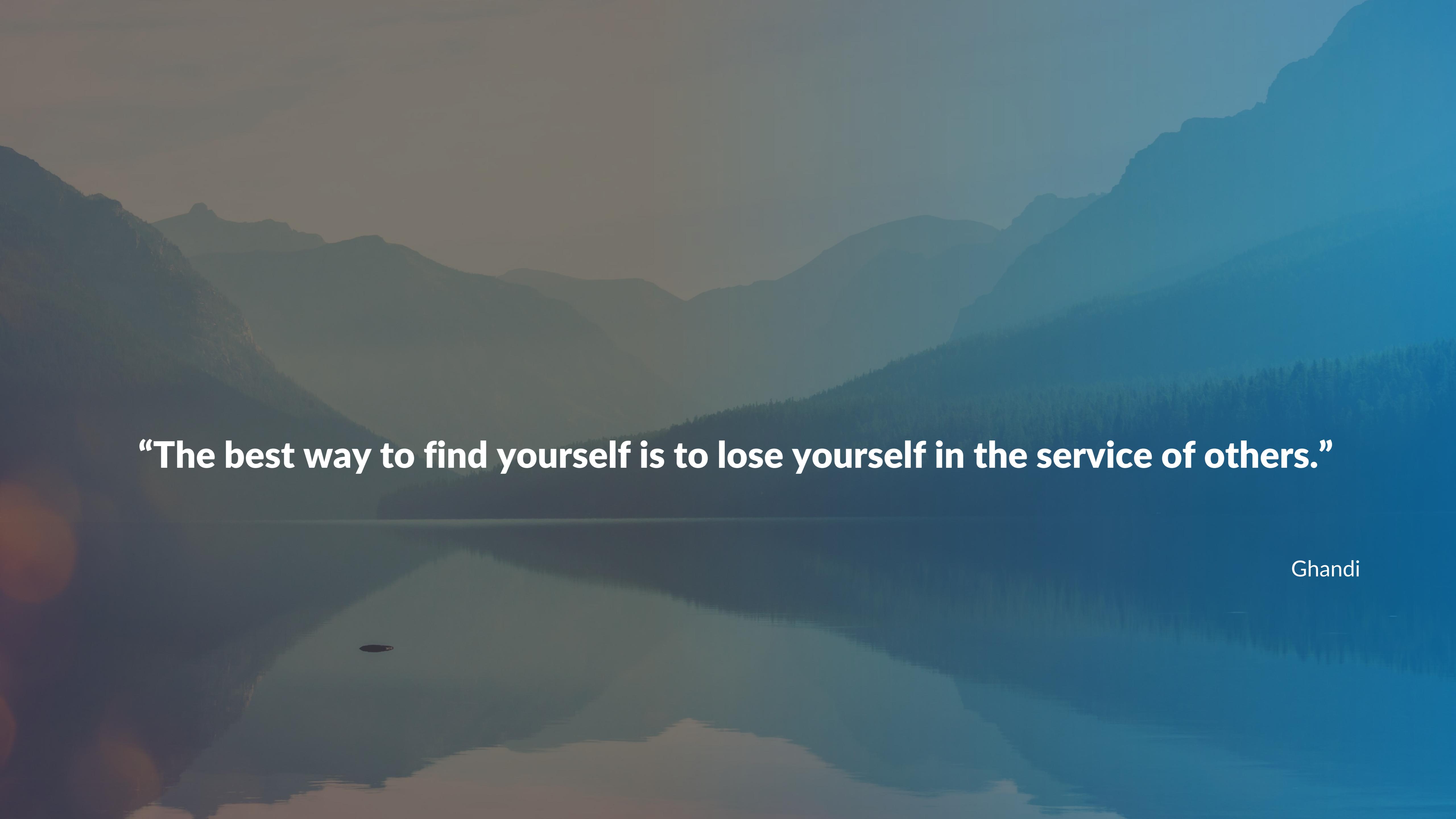
Values

1. Encourage whistleblowers to come forward
2. Be socially responsible people, planet, profit
3. Shared company values
4. Ethical sourcing
5. Making a real difference
6. Strong value base

Impact

- Enhanced reputation and trust
- Consumers are demanding you act responsibly
- Key driver of employee engagement
- Great opportunity for firms to win market share
- Driving positive change
- Longevity and growth

As Sainsbury's put it, "our values make us different!"

The background of the image is a wide-angle photograph of a mountainous landscape during sunset or sunrise. The sky is filled with warm, orange and yellow hues, transitioning into cooler blues and purples. In the foreground, there's a dark, calm body of water, possibly a lake or a large river, reflecting the colors of the sky. The middle ground is dominated by a range of mountains with dark, forested slopes. The peaks in the distance are partially obscured by the low-hanging clouds. The overall atmosphere is serene and inspiring.

“The best way to find yourself is to lose yourself in the service of others.”

Ghandi

Servant Leadership

- ✓ A servant leader leads by serving others
- ✓ They place the interests and needs of others ahead of their own interests and needs.
- ✓ Servant leaders place others before self.
- ✓ They are servants first and leaders second



In fact, they make such great leaders because they simply know how to serve.

Servant Leadership



Remember that servant leadership is about focusing on other people's needs – not their feelings.

Flexible leadership

- ✓ Control – provide specific instructions and closely supervise specific situations.
- ✓ Teach – the desire is to share information or knowledge.
- ✓ Guide – ideal for when there is some disagreement about the ultimate target or intent of the action.
- ✓ Collaborate – when there is agreement about the desired outcome and when the leader's experience and knowledge base is relatively strong.
- ✓ Reinforce – most beneficial when the team needs positive reinforcement for their success.



In order to apply a flexible leadership style, you must first understand the way each of your team members works best.

What's important: mission, vision, values or purpose?

Mission

A Mission Statement defines the company's business, its objectives and its approach to reach those objectives.

Values

Values are the organization's essential and enduring tenets.



Vision

A Vision Statement describes the **desired future** position of the company.

Purpose

Expresses the organization's impact on the lives of customers.

Which do you think is the most important?

Why Mission, Vision and Values are important to leadership?



- 1 The mission statement articulates who we are and what we value.
- 2 The vision statement explains to all what we want to become.
- 3 The combined mission and vision communicates “purpose” to all.
- 4 Leaders take these three and then communicate the strategy: how we will achieve this vision, what impact are we going to have on the lives of our customers.

Why do mission, visions and values at Starbucks?

Mission

To inspire and nurture the human spirit – one person, one cup and one neighbourhood at a time.

Vision

“To establish Starbucks as the premier purveyor of the finest coffee in the world while maintaining our uncompromising principles while we grow.”

Values

With our partners, our coffee and our customers at our core, we live these values:

- Creating a culture of warmth and belonging, where everyone is welcome.
- Acting with courage, challenging the status quo and finding new ways to grow our company and each other.
- Being present, connecting with transparency, dignity and respect.
- Delivering our very best in all we do, holding ourselves accountable for results.
- We are performance driven, through the lens of humanity.



Mission, visions and values at Coca Cola.

Mission

We're driven by three principles which are a standard for our actions and decisions:

- To refresh the world in mind, body and spirit
- To inspire moments of optimism and happiness through our brands and actions
- To create value and make a difference.

Vision

We've come up with a set of goals that outline what we need to do to achieve our mission:

- People: Be a great place to work where people are inspired to be the best they can be
- Portfolio: Bring to the world a portfolio of quality beverage brands that anticipate and satisfy people's desires and needs.
- Partners: Nurture a winning network of customers and suppliers, together we create mutual, enduring value.
- Planet: Be a responsible citizen that makes a difference by helping build and support sustainable communities.
- Profit: Maximize long-term return to shareowners while being mindful of our overall responsibilities.
- Productivity: Be a highly effective, lean and fast-moving organization.

Values

Our values serve as a compass for our actions and describe how we behave in the world.

- Leadership
- Collaboration
- Integrity
- Accountability
- Passion
- Diversity
- Quality



Lesson 3 Summary



Leadership and Culture

Value Based Leadership

Creating a Vision and Purpose

Leadership and Strategic Alignment

- Congratulations, you have now learned how leaders have vision, values and purpose.
- Attend all of the lessons live to ask Questions in real time and benefit the most
- We're here to help, so contact us anytime!



Your Next Lesson Lesson 4

- The next session is “Learn how to motivate and inspire others”.
- We look at:
 - Motivating and Inspiring Others
 - Building Relationships and Trust
 - Encourage growth and develop your teams
 - Getting to know your employees.
- Attend all of the lessons **LIVE** and your knowledge will grow
- Shaw Academy 12 Month Membership **Prize** during Lesson 6
- Get your **Tool Kit** for completing each lesson

QUESTION TIME

See you back for our next lesson on how to motivate and inspire others.



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