

# HOW TO DEFINE MISSION + VISION+ CULTURE + VALUES

an executive quick guide

# Mission + Strategic Vision

## The Challenge

It is time to take the company to the next level.

---

**What causes it?** Both “grown up” and early stage entrepreneurial companies can experience success, growth and change that creates the need to regroup around its mission and vision. Once the company is operationally and financially sound, and the right people are in the right places, the question becomes “what is next? Where are we going from here?”

**You know it when you see it:** Your company may have a mission statement, but it does not truly act as your “north star” – that constant beacon and inspiration that everyone knows and understands. Also, many companies have not articulated their strategic vision to their leadership team. Companies may now have new leaders empowered to make decisions that would benefit from “guideposts” that are in line with company strategy.

*Assess your company...*

*My managers are not always focused on the most important things.*

*I wish I could get my management team in lockstep agreement on the direction we are going.*

# Mission + Strategic Vision

## Recommendation

Just get started. Strategic planning can take many forms. Don't over-complicate it.

Figure out where you are and go from there:

- Ask 5 company leaders to state the company's mission and future vision. If you get more than one answer, it may be time to revisit.
- If you have a mission statement, revisit it. If not, collaborate as a leadership team to create one.
- If you have a strategic vision, share it across the company. If not, collaborate as a leadership team to create one.
- Do not underestimate the value of engagement and communication in this process.

### The EXCELERANT Option



EXCELERANT facilitates strategic conversations to define or recreate a company's mission and vision. Our job is to make it as easy and straightforward as possible.

We believe that the process is as important as the end result. Executive leadership, alignment of the leadership team, and understanding of the leaders and employees are the focus of our work together with clients in this area.

# Culture + Core Values

## The Challenge

Maintaining the desired work environment and behaviors as the company grows.

---

**What causes it?** As a company grows and changes, it can start to “feel” different. This can be in either a good or bad way. Tension can start to build between how the business was run that made the company successful in the past and what is needed to continue to progress. Sometimes there is a fear that the original culture and values of the company will disappear with the addition of new employees.

**You know it when you see it:** Long-term company employees learned the desired culture and values from original owners and leaders but have a hard time putting it into words. New team members have a hard time adopting a set of values and behaviors that have not been clearly stated and described.

*Assess your company...*

- I wish I could “bottle up” what makes our company great and spread it to all locations.*
- We have core values, but they don’t mean anything to anyone.*

# Culture + Core Values

## Recommendation

Define a set of company values to guide how employees behave and make decisions. Work to ensure the experience of employees and customers (culture) remain in alignment with those values.

Engage company leadership to:

- Create conversation and solicit feedback from across the company about company values and culture
- Document in plain language the core values and the behaviors they represent
- Communicate the core values in multiple ways throughout the organization through internal marketing, include as a part of company meetings and leadership training, and make it a part of the company's performance management

### The EXCELERANT Option



We work with companies to identify and live their core values and culture consistently with their brand.

We do this by facilitating a series of conversations that lead to:

- Core Values Statements and the actions they represent
- Internal marketing to communicate the desired culture
- Training aligned with and in support of the core values and culture

# Take the time to think!

Out of MISSION, VISION and VALUES, check the one that you will focus on first. Then, read and answer the following questions.

	<b>PROCESS</b> <i>What steps will I take to accomplish this?</i>	<b>WITH WHOM</b> <i>Who will I collaborate with to accomplish this?</i>	<b>BY WHEN</b>
<input type="checkbox"/>	MISSION		
<input type="checkbox"/>	VISION		
<input type="checkbox"/>	VALUES		



**EXCELERANT<sup>®</sup>**

---

For the people side of your business.

## About EXCELERANT

EXCELERANT works within companies to develop people-related practices in a pragmatic way that fits the company's unique culture, respects their expertise and helps to keep the focus on business as the company continues to grow.

EXCELERANT has experience supporting successful companies across industries in various areas of company development, leadership training and coaching, meeting facilitation, and human resources solutions.

888.201.0155 ◆ 337.344.4573

343 Doucet Road, Suite 100 ◆ Lafayette, Louisiana 70503

For the EXCELERANT experience, visit [www.EXEXP.com](http://www.EXEXP.com)