

# *Managing your Vision, Mission & Raison D'etre*

**ARE YOUR PEOPLE ALIGNED WITH YOUR ORGANISATION'S DIRECTION AND OBJECTIVES? DO YOUR PEOPLE TRULY UNDERSTAND THE REASON YOUR ORGANISATION EXISTS?**

**IN THE GLOBAL ECONOMY IT HAS NEVER BEEN MORE IMPORTANT TO MAKE SURE YOUR PEOPLE ARE ALL ON THE SAME PAGE.**

## Plan of action

By crafting a clear mission and vision statement, you can communicate your intentions and motivate your people to realise an inspiring vision for the future direction of your organisation.

Here are two quick exercises for your next meeting.

### Exercise 1

Get everybody in the room to close their eyes. Now ask everyone to straighten their arm in the direction of West. When everyone is pointing, ask your people to open their eyes. Let them see for themselves arms pointing in every direction. Now let your people know the exact same result occurs when there is no common mission, vision and raison d'etre for an organisation - with everyone counter pulling in different directions.

### Exercise 2

*Warning - Be prepared for headaches and some responses you could not have imagined possible!*

Ask your people the following 2 questions:

**Q1** - What do you get paid to do? Usually the most diverse responses hail from the sales areas?

**Q2** -What is our organisation's value proposition and/or our reason to exist?

Now map the responses and check the congruence of the responses with your mission and vision. Ideally they are congruent and if not, then you definitely need this program.

“ Vision is the art of seeing what is invisible to others. ”  
- JONATHAN SWIFT



## Key Learning Outcomes

At the conclusion of this program participants will possess the skills to:

- Test the influencing power of your mission and vision statements
- Test the motivational power of your mission and vision statements
- Identify gaps between organisational direction and staff duties
- Decide if your mission and vision should have an internal or external orientation
- Build a story around why your organisation exists
- Build a strong strategic framework
- Understand how to position your mission and vision
- Use fresh and exciting vocabulary instead of the same old claptrap
- Use case studies to build longevity into your mission and vision statements
- Use proven tools to test congruence
- Break down organisational communication silos
- Keep staff excited with measurement and motivation
- Communicate your objectives clearly
- Use laddering techniques to understand critical parameters
- Drill your objectives through organisational layers
- Promote all activities that tie into achievement of organisational objectives

## Would you like to attend this program?

- For maximum effectiveness, this program is best conducted as an in-house program.
- **Ideal group size** 4 - 12 participants.
- **Venue** For your convenience, you can choose to conduct this program at your business premises. Alternatively, we can provide a training venue at a small additional cost.
- **Duration** This program can be adapted to meet your requirements.
- **Cost** Price on request.
- **Target Audience** Supervisors, Team Leaders and Management.

If you would like more information on this training program, please contact:

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