

Setting Your Vision & Mission and Defining Your Values

Vision

Your vision is where you want to get to in 3-15 years. It is something that is above the level of strategic and tactical business objectives.

Why not set yourself a vision that you consider to be audacious?

Great care should be taken to ensure it is not seen as meaningless management techno-babble.

"Meeting and exceeding customers' expectations" is not a good vision statement.

Your vision should:

- Be inspirational and about how you see the future
- Reflect your core values and purpose
- Be short and easy to remember
- Be something everyone understands, particularly your employees



Henry Ford:

I will build a car for the great multitude - every man earning a decent salary

will be able to own one and enjoy with his family the blessing of hours of pleasure in God's great open spaces - everyone will be able to afford one, everyone will have one, the horse will disappear from our highways.



Coca Cola:

To achieve sustainable growth, we have established a vision with clear goals.

Profit: Maximising return to share owners while being mindful of our overall responsibilities.

People: Being a great place to work where people are inspired to be the best they can be.

Portfolio: Bringing to the world a portfolio of beverage brands that anticipate and satisfy peoples' desires and needs.

Partners: Nurturing a winning network of partners and building mutual loyalty.

Planet: Being a responsible global citizen that makes a difference.



Amazon:

Our vision is to be Earth's most customer centric company; to build a place where people can come to find and discover anything they might want to buy online.

Avon:

To be the company that best understands and satisfies the product, service and self-fulfilment needs of women - globally.

Nike:

To bring inspiration and innovation to every athlete* in the world.

* If you have a body, you are an athlete.



Mission

Your mission is what you want to be in order to get to your vision, what your offer to the customer needs to be.

It's what you stand for - your values, and therefore what your core competences need to be to deliver that offer.

Your mission should:

- Highlight your offer to the customer
- Highlight the core competences you need to fulfil the offer
- Be "matter of fact" in tone
- Explain what you do and how you do it

Setting Your Vision & Mission and Defining Your Valuescontinued

Ford (today):

We are a global family with a proud heritage, passionately committed to providing personal mobility for people around the world.



Coca Cola:

Everything we do is inspired by our enduring mission:

- To Refresh the World... in body, mind, and spirit.
- To Inspire Moments of Optimism... through our brands and our actions.
- To Create Value and Make a Difference... everywhere we engage.



McDonald's:

To be the world's best quick service restaurant experience.

Being the best means providing outstanding quality, service, cleanliness and value, so that we make every customer in every restaurant smile.



Sainsbury's:

Our mission is to be the consumers' first choice for food, delivering products of outstanding quality and great service at a competitive cost through working faster, simpler, and together.

Values

Your values should shape the culture of your organisation and what it cherishes.

Values are the qualities that you consider essential to making your business succeed.

They should represent guiding principles for an individual within the company.

So values are also known as core values or governing values.

Walmart:

Sam Walton's 3 Basic Beliefs

- Respect the Individual
- Serve Our Customers
- Strive for Excellence



Your values should:

- Define how you want people to behave and interact in your organisation
- Provide a yardstick against which to evaluate actions and behaviours
- Define how your organisation should treat and value customers, suppliers and each other

Being able to establish the vision and mission for your organisation is not necessarily the easiest of things to achieve - this can be due to a number of different reasons. One may be differing views of other members of the management team; another could be reaching a credible statement when working in isolation.

Having an external influence to support you in creating your vision and mission could be something of value to you for the future development of your business. Likewise when determining and defining the values that will contribute to the success and growth of your organisation.

Please contact your local UKBA advisor to support you with this exercise.



UK Business Advisors is a group of over 100 independent and experienced, professional business men and women offering practical business advice covering a range of skills covering all industry sectors and pillars of business:

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Next month: Setting Ambitious But Realistic Objectives ~ Build, Fill and Manage Your Sales Pipeline