

# Using your Mission, Vision, & Values for Maximum Advantage



Unrivaled expertise for unrivaled quality.

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**What's the Purpose?** The active and vigorous use of your organization's mission, vision, and values day-to-day is a very powerful way to engage, empower, and motivate employees. World class organizations use the types of best practices that follow. Don't let your mission, vision, and values exist only in a poster on the wall. Maximize them every day!

## Hiring and Training

Discuss candidates' personal values before hiring them; hire those who already share your values

Discuss mission, vision, and values in new employee orientation

Use case studies on appropriate and inappropriate behavior in orientation

Provide annual refresher workshops

Discuss one aspect of mission, vision, and values in each regular department meeting

## Decision-Making

Use the mission, vision, and values to guide decisions about whether to launch new products or services or discontinue some

Determine alignment of potential partners or suppliers with the mission, vision, and values before entering into agreements

Use the values to guide daily decision-making, especially in areas of ethical concern or question

## Leadership Communications

Use the language of the mission, vision, and values in written and verbal communications from leaders

Tell stories in company newsletters illustrating alignment with mission, vision, and values

## Recognition and Reward

Tie reward/recognition programs directly to mission, vision, and values alignment

Give trinkets for cubicle/desk display for "doing the right thing"

Create pocket cards for all employees with mission, vision, and values

Display posters with mission, vision, and values

List the mission, vision, and values on all meeting agendas

At staff meetings, have staff practice saying the mission statement to build confidence saying it

Include in performance review criteria behavior aligned with mission, vision, and values

Use internal customer satisfaction surveys to assess how well each department exemplifies mission, vision, and values

Ask employees through focus groups or surveys how well leaders exemplify mission, vision, and values

Use partner/supplier satisfaction surveys assessing how well the organization exemplifies its mission, vision, and values

## Examples

We can show you examples from world-class organizations to spark your thinking about what is appropriate for your organization.

