



BUILDING ALIGNMENT



Vision
Mission
Values

Building Alignment

Vision, Mission, Values

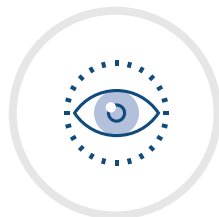


As recognized in “Six Ingredients for Profitability and Growth”, many business owners and their teams are fantastic at what they do, but they get so busy servicing their clients, that the business itself gets stuck. To get unstuck, they must embrace a mindset of empowerment and scalability, and built a team with the right people in the right roles. This can be a gradual shift that takes place over time.

A great first step that can be activated immediately is to host a Values, Vision, Mission Session with the current team to get them in alignment. Having a set of core values and clear vision and mission gets everyone moving in the same direction which is important to get unstuck. Your values, vision, and mission are vital tools in decision making and empowering team members to make the best decision quickly as they move forward. It is important to engage everyone in this process so that they have helped to create and have fully embraced the outcome. Without the team’s buy-in, the best mission statement in the world won’t have any impact.

1 Assessment

Owner/Manager
Evaluation



TAKE STOCK

Sit down with the key decision makers in your organization and take a look at where you are now. What do you have already in the way of values, vision, and mission? What direction(s) does/do the team seem to be heading? Where do you want the business to go? How are decisions being made now? Who makes them? What criteria is used?

2 Survey

Find out what
the team thinks

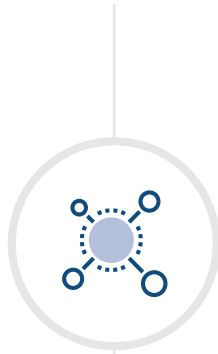


ASK QUESTIONS

Create a survey for distribution to your entire team and allow them to submit anonymously. Ask what their top personal core values are and what they think the core values of the company should be. Ask in their own words what they think the company vision and mission should be. Ask them: What do we do? Why do we do what we do? What gives you the most satisfaction about doing what we do?

3 Preparation

Pull everything together for the session



AMALGAMATE, SYNTHESIZE

Import the survey data question by question. It doesn't matter who said what. Merge, amalgamate, synthesize, consolidate... Look for patterns and themes. Group like answers together. Create summary slides for each: Values, Vision, Mission. Invite all key team members to attend a Vision, Mission, Values Session. Create and circulate an agenda ahead of time.

4 Session

Unified core values, vision, and mission embraced by all

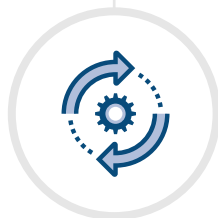


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Explain where business is at and the importance of getting everyone in alignment to move things forward. Invite them to put aside their "doing" hats for the session and think big picture as a strategic advisor. Guide everyone through discussions on Values, Vision, and Mission. Draw out their thoughts and ideas. Listen closely. There are no right or wrong answers, only things that uniquely become in alignment for your organization. Aligning the team around core values and a vision and mission that they have helped create and are fully engaged with, keeps everyone moving in the same direction.

5 Follow Up

Use the tools that you have just developed



LEVERAGE THE OUTCOME

Be sure to capture your newly embraced values, vision, and mission on a visually enticing page. Encourage team members to post this page near their desk, on their screen saver, anywhere that they will be reminded. Post them on your website. The more others know your values, vision, and mission, the more you will attract the right clients, and the right employees. Refer to them every time a major decision must be made. The best decision will always be the one most aligned with your values, vision, and mission.

VALUES, VISION, MISSION SET! ...NOW WHAT?

Getting the team aligned around core values, vision, and mission, and using those as a tool to make decisions is an outstanding first step! It can get immediate traction and propel things in the right direction as you continue to embrace a mindset of empowerment and scalability, and built a team with the right people in the right roles. The next step is to achieve focus through a strategic prioritization session. This can either be conducted at the same time as the values, vision, mission session, or some time thereafter.



GETTING HELP

Leading the team through the above-mentioned Values, Vision, Mission Session is a highly specialized skill set that is easily outsourced. Not all experts need to be permanent members of your team. If you are unclear as to how to systematically implement the steps outlined above, Effective Leadership Consulting would be delighted to help.

ADDITIONAL RESOURCES



ACHIEVING FOCUS
Strategic
Prioritization
Session

[Click here](#)



SIX INGREDIENTS
FOR PROFITABILITY
AND GROWTH
Beyond the Plateau

[Click here](#)

NEXT STEPS

Having the confidence to let go and empower others to enable your business to succeed will be the best shift to achieve the results that you want.

To apply for a Beyond the Plateau Introductory Assessment to learn how we can help,

[CLICK HERE](#)



EILEEN BISTRISKY

Eileen Bistrisky MBA, CSEP, CMC, ACC
President & CEO,
Effective Leadership Consulting Ltd.

“Eileen led WiderFunnel’s team through our first team Growth Summit, where we solidified our Values, Vision and Mission. Her guidance and instruction through the process was exactly what we needed to get an amazing result. She quickly detected and matched our culture and corralled a bunch of strong people to a shared understanding. Our new Vision statement still gives me tingles. The day overshot my expectations and we couldn’t have done it without Eileen’s help.”

Chris Goward | Founder & CEO
WiderFunnel Marketing Optimization

Eileen strategically leads impactful, socially-responsible organizations either in-house or as an external consultant. Since 1992, her award-winning company has helped clients achieve their objectives. Effective Leadership Consulting facilitates organizational growth, increased profitability, and improved operational effectiveness. Eileen leads teams to reach their potential through clarity of vision, effective communication, and empowerment. Client organizations are measurably improved by defining and achieving SMART objectives while implementing effective leadership strategies.

Prior to shifting to overall business strategy, Eileen consulted in event management, production, and marketing. She taught Event Management, Marketing, Sponsorship, and Proposals & Presentations at the Art Institute of Vancouver. She was the first Certified Special Event Professional (CSEP) in Western Canada, and has played an active role with the International Live Events Association (ILEA) since 1994. In 2006, she won the Spirit of the Industry Award for outstanding contributions to the event industry in Canada. As the 2010/2011 Chair of ILEA Canada, she led the Country to win International Region/Affiliate of the year. Eileen is a Past President of the ILEA Vancouver Chapter, Past Western Regional Vice President of ILEA International, and a past member of the ILEA International Board of Governors.

In 2013, she completed her MBA and earned her Certified Management Consultant (CMC) designation. While working with Erickson Coaching International, she completed coach training and earned her ECPC and ACC coaching designations. She is a past member of the BC Council for CMC Canada, has served on and chaired numerous other boards and committees, and speaks at conferences and meetings around the world.

When Eileen is not helping businesses empower teams to profitably benefit people and the planet, you can find her in the mountains. As an adventurer, she has explored mountains on seven continents, and shares her stories to inspire others.

Effective Leadership Consulting has helped many seven figure companies with their strategic planning and prioritization for growth.

