

MVV STEP BY STEP

STEP 1 – Watch the MVV video

<https://vimeo.com/517992992>

STEP 2 – Draft Your MVV

This should take you 10 - 20 minutes for each section. If it takes you longer, you should stop and move to the next step.

If you have completed, submitted and are using your MVV – PLEASE re-assess and redraft any insights or changes you deem relevant to your MVV today. Your MVV is an essential tool that should be reviewed every 6-12 months and fine-tuned if necessary. Once developed, it should be referred to every single day in your team and client interactions. Learning how to do so will transform your business. Speak to us if you are unsure regarding how to do this.

Mission Statement Brainstorm

- 1) List in bullet point form your answers to the following questions. There is no right or wrong here, just drafting and redrafting.
 - Q1 “What does your business do every day?”
 - Q2 “What does your business do for your clients/customers?”
- 2) Highlight or underline what you do (what you have written down) – e.g. I do tax returns
- 3) Highlight or underline in another colour how you do it – e.g. efficiently and effectively
- 4) Remove the "how" statements and only keep the "what statements". Keep “how” statements for support evidence and to help you explain the meaning of your Mission in the future
- 5) Now redraft your couple of "what" statements into a Mission statement

Vision Statement Brainstorm

1) List in bullet point form your answers to the following questions. There is no right or wrong here, just drafting and redrafting.

- Q1 "Where do you see your business in 3-5 years?"
- Q2 "How do you want your business to appear in the eyes of your customers, employees, and most importantly, yourself?" Use your imagination and get really clear on your Vision!

2) Draft your bullet points into no more than 2-3 sentences.

As with your Mission Statement, the "how" statements tend to draw out and water down the potency of your Vision statement. If your Vision draft is too long, limit the amount of "how" statements and, where possible, keep to the "what" statements.

3) Separate the primarily important, discarding the secondary points.

- "Secondary" or "how" statements can help you explain the full meaning of your Vision when the time is right.
- Keep the "what" or "where".

4) Take the primary points for inclusion and re-write them into one or two powerful sentences.

STEP 3 – Reflecting on Your MVV

Ask yourself these questions:

Mission

- Does this appeal to your clients/customers and prospects?
- Are you ready to stand tall and proud behind your mission statement?

Vision

- Does this appeal to you personally? Do you get excited about it?
- Can you see how your vision statement will benefit your clients/customers?

Values

- Do you really believe in these values as your own?
- Can you treat others like this and insist they treat you the same?

Please submit your drafts into your Teams channel for review and we will provide feedback and work with you to master your MVV.

STEP 4 - The Launch or Re-Launch of Your MVV

Countdown... 5 steps to launch

5...

Have your MVV formatted and ready for distribution

4...

Prepare a visual aid. PowerPoint presentations, slide shows and other methods of communication. Company colours and slogans can enforce the company's solidarity if multiple locations are involved.

3...

Schedule a meeting with all staff. If this is after hours, serve some refreshments to create a celebratory atmosphere. Set up the presentation and appoint one person to facilitate the meeting. Members of management, including the company CEO, typically unveil a new MVV.

2...

1300 BP INFO

team@bestpracticegroup.com.au
bestpracticegroup.com.au



Present the new MVV at the meeting, keeping the message positive and actionable. Point out similarities and differences between the former MVV, if they existed. Leave plenty of time for a question-and-answer session.

1...

Send out an e-mail to each employee, including the slide presentation, video blog or PowerPoint file. Encourage employees to pose any feedback or questions via e-mail and assign one person to provide the responses. The assigned staff member can also be responsible for the physical placement of MVVs in the workplace.

Step 5 - POST LAUNCH - Driving it Home!

10 great strategies for getting your MVV out there

1. Get some awesome banners made up for a big impact in reception/meeting rooms, back office, workshops, etc.

We recommend pull up banners from www.vistaprint.com.au



2. MVV on your on-hold/afterhours messaging in the office



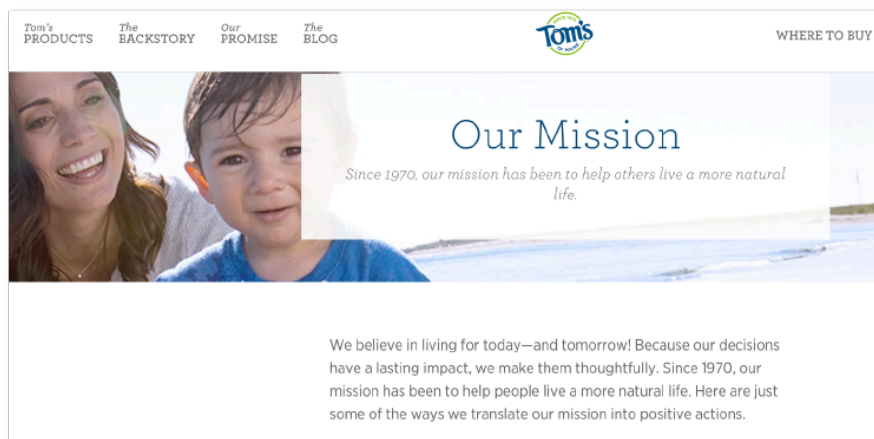
3. MVV in the "About Us" section on your website

1300 BP INFO

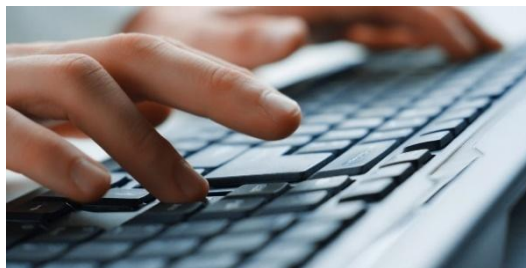
team@bestpracticegroup.com.au

bestpracticegroup.com.au





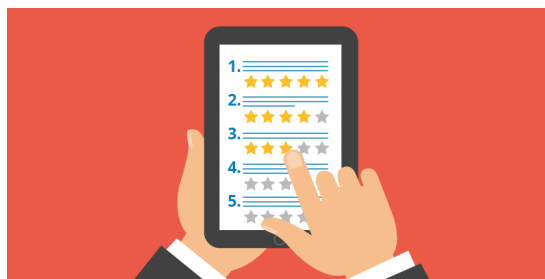
4. Send an email announcing your MVV to all clients/prospects/suppliers



5. Set up computers to have your MVV floating on homes screens/screensavers



6. A quick survey of your MVV with warm and friendly clients



7. Print your new business cards with your MVV on the back



8. Subtle yet powerful is the message when you add your MVV to your email footer/signature



Asanka Pathirana
 Marketing Associate
Best Practice
 p: 1300 274 636
 w: bestpracticegroup.com.au

Our Mission - Every day we empower business owners to move from where they are to where they really want to be

Our Vision - We are the global leaders in education, implementation and impact, positively influencing more lives than anyone else

Our Values - Integrity, Passion, Accountability, Communication, Commerciality, Fun, Community & Contribution

9. MVV to be included on your sales presentation kits, brochures and product sheets



10. MVV to be plastered BIG all over your key walls. Especially client meeting rooms, lunchrooms, and admin/engine rooms



*If you are a BP Financial member, there are additional resources in the online Leadership IPT library relating to this particular content.