

Foundation - Module 2

MONTHLY

PROGRAM

Mission, Vision & Values

WHY DO I NEED A MISSION, VISION & VALUES?

When directly connected to you/your founders Core Reason/Purpose for Being, your Mission, Vision & Values is an articulation of your company's goals, ambitions, and standards. Implemented correctly it states your PURPOSE "Why you get up every day to do what you do?" in a crisp, clear, concise, and powerful way.

Without it, your business may continue to 'tick over,' however you will not nearly as likely thrive, expand, or improve, as there is no clarity, focus or direction regarding your desired destination.

"If a man knows not what harbour he seeks, any wind is the right wind."

– Lucius Seneca, Roman Philosopher

KEY INSIGHTS & AWARENESS

The Best Practice Program deems Mission, Vision & Values (MVV) as MANDATORY in getting the foundation of your business right. It is in fact, the CORNERSTONE of Business Mastery.

Every day the MVV is referred to, for EVERY decision in our Business.

- The "Master Tool" in your Leadership Toolbox. Like a 'Swiss Army' knife shaping every aspect of your business
- Responsible for positive changes in the potency, focus and direction of your business, your own personal leadership style, positive changes in your personal life
- Without an MVV, it is unlikely you will create a Business that works for you – rather you will be working IN not ON your Business



DESIRED OUTCOMES

- Learn the importance of your Personal Core Purpose
- Gain a comprehensive understanding of the Power of your Mission, Vision & Values
- Learn the many amazing and varied applications that will bring your MVV to Life
- We will assist you in drafting your MVV to give a truly powerful, passionate, precise, description of who you are, what you believe in and where you want to go
- We will continue working with you and your MVV through all initial drafts to sign-off
- Re-visiting your MVV every 90 days will ensure your success navigation remains on track
- Understand that your MVV serves as a Guiding Compass in all major decisions
- Using your MVV to ensure that you attract stellar talent to your Business – and keep them
- Working with your MVV to positively impact your Sales Performance and Conversion Rates
- Re-visiting your MVV every 90 days will ensure your clarity and focus remains on track
- This also ensures you successfully navigate the journey towards Business Mastery

Without personal alignment, passion, and connection to your MVV you have no connection to your business, your staff and your customers.

Remember ***“the fish stinks from the head down.”***

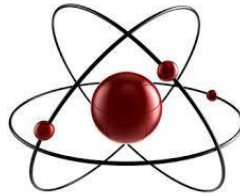
You need to infuse every element of your MVV with your true self – authentic and articulate.

Your Core Purpose must resonate throughout your MVV in order for the outstanding benefits and effects to permeate your Business and your Life.

Vision without Action is a Daydream. Action without Vision is a Nightmare.

Japanese Proverb

MVV CORE PURPOSE



- Most Business Owners spend their entire lives disconnected from their core purpose.
- After asking more than 2,300 Discovery Attendees:
- “Why did you go into Business?” it is clearly evident that 95% of all Business Owners have LOST, or have NO connection, to their core purpose.
- When you love what you do, you will do it so well – that people will pay you to do it. You will be paid what you deserve, as they recognise that you LOVE what you do.

Example:

Why am I paid \$1,300 an hour for Private Business Coaching, when top tier Lawyers can’t achieve that?

It’s because: I LOVE what I do, and I do it so well, people PAY me what I deserve, to do it.

“The only way to do great work is to LOVE what you do. If you haven’t found it, keep looking. Don’t settle”

– Steve Jobs

1) What I Love is when...

2) Why I do what I do is...

3) How I do what I do is...

= CORE PURPOSE

Implemented correctly, your MVV will guide you in your:

- 1) Strategy Development & Business Direction
- 2) Improving Daily Business & Team Performance
- 3) Attracting & Retaining Outstanding, Talented Employees
- 4) Counseling & Coaching Underperforming Employees

5) Increasing Sales Performance and Conversion Rates

MVV FOR STRATEGY DEVELOPMENT

- Having your MVV on hand when developing your Business Strategy, will allow you to identify strengths and weaknesses – both business and personal – quickly and clearly
- Your MVV will also allow you to Identify opportunities and threats to your success
- When your MVV is infused with your "core competencies" this brings clarity to your strategy
- When determining which strategies to incorporate, you refer to your MVV. You will use it when researching and understanding the internal and external environmental circumstances that affect you and your Business.

**YOUR COMPASS FOR BUSINESS DIRECTION**

Your MVV is a guidance system, it clarifies what you do every day (Mission), what you're striving to become (Vision), and how you will get there (Values). Your fuel for achieving your Vision is your Values. When you incorporate your MVV to all your day-to-day decisions, you are choosing to stay on the best course of action for your Business – to reach the heights you have imagined.

"Efforts and courage are not enough without purpose and direction"

John F Kennedy

8 WAYS AN MVV IS USED FOR IMPROVING DAILY BUSINESS & TEAM PERFORMANCE

- 1) Looking at your Mission – you will be able to see clearly your business niche – What do you do best? Who needs what you do? How do you best approach your market?
- 2) Breaking your Daily work into Specific Goals: (calls per day/proposals per day/profit per day) What can I invoice today? Referring to your MVV at the start and close of each Business Day will keep you focused on these goals.
- 3) Selling to meet your customer's needs – use your MVV to ensure you are aligned with the statements you have made and the needs you have identified.
- 4) Using your MVV in your marketing and sales kits creates a positive and reinforcing buzz for your current and potential clients.
- 5) With your MVV you can get absolutely clear on every aspect of your Sales Process,

the Who, What and Why are defined.

- 6) Ask, Listen and Act. Listening for your clients' needs and bringing the power of your MVV into providing solutions for those needs.
- 7) Referring to your MVV – the entire team is able to see exactly where they are now and the destination they are headed. This brings a sense of camaraderie and unity in working together to achieve a shared goal.
- 8) Reflecting on the Values of your MVV will enable different personalities in your team to work collaboratively on projects.



WAYS AN MVV CAN ASSIST YOU TO ATTRACT & RETAIN OUTSTANDING TALENT

- 1) Your MVV serves as a thorough and concise understanding of your current culture. When starting the hiring process, with the job ad, your company's MVV must be included as you need to attract the right 'fit' from the outset.
- 2) Your MVV can encourage an 'intrapreneurs culture' – Richard Branson prides Virgin on the way that staff are encouraged and rewarded for their outstanding efforts and innovative ideas. This leads to their best improvements coming internally – and that has to be great for business.
- 3) Encouraging and understanding diversity in your workplace MVV will bring about a sense of belonging and acceptance which makes your Business the kind of workplace people line up for.
- 4) Ensuring that in the first 100 days of starting with your Business, you have a mentoring plan for onboarding new employees, will mean that this critical phase will be a time of nurturing and ensuring alignment with your MVV occurs in each new hire you make.
- 5) Coaching and Mentoring is where your MVV is used for, bringing about desired change in staff behaviours or outcomes.



***“One of my greatest talents is recognizing talent in others.
And giving them the forum to shine”***

– Tory Burch, Designer

***“Train people well enough so that they can leave,
Treat them well enough so they don’t want to.”***

– Richard Branson

MVV FOR COUNSELLING & COACHING UNDERPERFORMING EMPLOYEES

- Coaching is valuable when an employee CAN’T do the work that is assigned.
- Counselling is valuable when an employee WON’T do the work that is assigned.

Ensure your MVV is on hand, as you will be referring to it closely with any issues raised or points made.

Both coaching and counselling sessions with an underperforming employee benefit from bringing in a “third item” into a two-way conversation – a flip chart, whiteboard or notepad can help with the clarity of the situation and helps diffuse any tension or awkwardness.

Coaching an underperforming employee:

- 1) In a coaching situation it works well for the employee to create a list of their job responsibilities and at the same time you create a list of their job responsibilities. Comparing the lists will assist in seeing if there is a deficit or miscommunication regarding expected responsibilities.
- 2) When you have identified the particular performance issue area, both look at your Business’ Mission Statement and have a discussion as to how this issue affects the

Mission.

- 3) What resources are required to assist in bringing about improved performance? Is there a need for training, supervision by another team member, etc.? Discuss realistic options.
- 4) Remember the 80/20 rule of Communication – Actively listen 80% of the time and Thoughtfully Communicate 20% of the time. Explain clearly how the performance issue affects the Business' MVV.
- 5) When agreement is reached on the deliverables, due dates, etc. – set regular progress checks with a written record to be kept by the employee and shared with you as an active working document. In closing, bring in your MVV to ensure objectives are aligned.
- 6) Acknowledge all positive changes to assist motivation.

Counselling an underachieving Employee

Typical situations where counselling is necessary include ongoing poor performance, an insecure employee who is skilled, but doesn't do as well as could be expected, an employee who is allowing personal problems to adversely impact performance, or employees who have an "attitude."

- 1) Identify the problem and ensure you have a good understanding of the underperformance issue and conduct an assessment of the problem. How serious is it? How long has it been occurring? How big is the gap between expectations and the current outcome?
- 2) In a counselling situation, it works well for the employee to create a list of their job responsibilities and at the same time you create a list of their job responsibilities. Comparing the lists will assist in seeing if there is a deficit or miscommunication regarding expected responsibilities.
- 3) Explain to the employee the specific problem, so they can clearly understand what the problem is. Why it is a problem, how it impacts on the workplace, and why there is a concern ensuring that the employee is aware of the tasks required of them. Refer to the MVV to keep the conversation focused on the effects the issue is having on the Business
- 4) Jointly devise and agree upon a solution. Set realistic timeframes and schedule a follow up meeting.
- 5) A written record of the meeting is to be shared between both parties.
- 6) Regular on going monitoring of the situation is to be observed and if further actions

are to be taken, they are to be noted.

“Business Mastery is only obtained through effective Leadership. That begins when we’re prepared to push the work down and simultaneously build the team up.”

– John Peterson

MVV FOR INCREASING SALES PERFORMANCE AND CONVERSION RATES

- 1) Looking at the areas in sales performance that need to be improved, ensure that any strategies you plan to incorporate are in alignment with your MVV.
- 2) In every conversation with your clients/customers, ensure you reference your MVV – they will become valued allies when they realise the impetus of your MVV.
- 3) The objectives that surround your Vision will be clearly aligned with your Values. These objectives will require Key Performance Indicators to gauge and measure your Business and Vision progress.
- 4) Include Customer Reviews that are in alignment with your MVV for all your Business web and media presence.
- 5) Consider a Guarantee or Return Policy that will appeal to your ideal clients/customers, which incorporates your MVV.
- 6) Focus on BEHAVIOURS and Measures (KPIs) not outcomes – refer to your Values and call them into play.



AN ESSENTIAL TOOL FOR EVERY BUSINESS PROFILE

Please select your current business profile:

- ☐ Entrepreneur/Planning to Start a Business
- ☐ Sole Trader & Micro Business (not yet Turning Over a Satisfactory Income)
- ☐ Small Business (T/O \$100,000 - \$300,000)
- ☐ Employer (T/O \$300,000 - \$700,000)
- ☐ Established Small Business (T/O \$700,000 - \$5M)
- ☐ Large Small Business (T/O \$5M - \$10M)



MVV CREATIVE EXERCISE:



It is the year 2025, imagine a Cover Story on your Business.

What is the title?

What publication was it in?

What pictures did they use?



TOP 3 TABOOS WHEN CRAFTING YOUR MVV

1. Too Long...

Avon has six core aspirations and their mission statement consists of six paragraphs!

Think about what you want your employees/customers to remember about your company and make it short and sharp. Remember, we are dealing with a scanning Twitterverse.

2. Too Generic

“Our mission is to operate the best specialty retail business in America, regardless of the product we sell.”

Barnes and Noble are the biggest chain of booksellers in the USA, and they have completely left out what they do and whom they are likely to appeal to.

3. Lip Service

“Respect, Integrity, Communication & Excellence”

Believe it or not that was Enron’s Mission Statement. (Enron Scandal 2001)

Ensure your Mission Statement is infused with honour and that you are “walking the talk.”

Interestingly, some large companies e.g. Dell, seem to have decided to meet the mission statement challenge by simply not having one. That should give you encouragement.

Whatever you come up with has to be better than not trying at all. Make yours – meaningful, brief, specific and HONEST.

Keep your company story in mind, have an MVV that speaks out loud and propels your company forward every day.

Your MVV must work for you, your Team, and your Clients/Customers EVERY DAY.

MVV AWARENESS EXERCISE

Two Super Brands who could learn from this workbook. You will now be assigned either example 1 or 2 – read and write your observations, in the space provided. What observations/ improvements can you make to the MVV you have been assigned?

EXAMPLE 1: COCA COLA MVV

MISSION

- To refresh the world...
- To inspire moments of optimism and happiness...
- To create value and make a difference

VISION

Our vision serves as the framework for our Roadmap and guides every aspect of our business by describing what we need to accomplish in order to continue achieving sustainable, quality growth.

- **People:** Be a great place to work where people are inspired to be the best they can be.
- **Portfolio:** Bring to the world a portfolio of quality beverage brands that anticipate and satisfy people's desires and needs.
- **Partners:** Nurture a winning network of customers and suppliers, together we create mutual, enduring value.

- **Planet:** Be a responsible citizen that makes a difference by helping build and support sustainable communities.
- **Profit:** Maximize long-term return to shareowners while being mindful of our overall responsibilities.
- **Productivity:** Be a highly effective, lean, and fast-moving organization

VALUES

Our values serve as a compass for our actions and describe how we behave in the world

- **Leadership:** The courage to shape a better future
- **Collaboration:** Leverage collective genius
- **Integrity:** Be real
- **Accountability:** If it is to be, it's up to me
- **Passion:** Committed in heart and mind
- **Diversity:** As inclusive as our brands
- **Quality:** What we do, we do well

EXAMPLE 2: GOOGLE MVV

MISSION

Google's Mission is to organise the world's information and make it universally accessible and useful.

VISION

Google are currently revisiting and redesigning their MVV. Here is an excerpt from their current Vision Statement:

We see being great at something as a starting point, not an endpoint. We set ourselves goals we know we can't reach yet, because we know that by stretching to meet them, we can get further than we expected. Through innovation and iteration, we aim to take things that work well and improve upon them in unexpected ways.

VALUES

- 1) We want to work with great people
 - We hire great people and expect a lot from them
 - We create an environment where people can flourish and grow
 - We treat people with fairness and respect
 - We challenge each other's ideas openly
 - We value diversity in people and ideas

- We are a quantitative company that uses data to make decisions
- 2) Technology innovation is our lifeblood
- Build the world's best technology and products
 - We apply technology and creativity to solve important problems
- 3) Working at Google is fun
- We expect our people to know and enjoy each other
 - We have a challenging/energetic work environment
 - We celebrate our successes and each other's accomplishments – both professional and personal
- 4) Be actively involved; you are Google
- Honour commitments
 - We openly communicate and trust you with a great deal of information and we expect you to honour our confidentiality
 - Understand when you are representing Google and act appropriately
- 5) Don't take success for granted
- Think and act like an underdog
 - Be humble with success; don't be arrogant
 - Be scrappy and resourceful
- 6) Do the right thing; don't be evil
- Honesty and integrity in all we do
 - Our business practices are beyond reproach
 - We make money by doing good things
- 7) Earn customer and user loyalty and respect every day
- Create, enhance, and maintain great products and services
- 8) Sustainable long-term growth and profitability are key to our success
- Think scale and efficiency

- Every dollar is yours
- Do things that matter

9) Google cares about and supports the communities where we work and live

- We encourage and enable our people to support local community involvement and expect them to participate

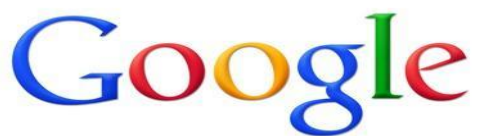
10) We aspire to improve and change the world

- Aim high; think BIG, take risks
- A healthy disregard for the impossible

The sign below is on the wall of every Google Corporate Office, globally. Although Best Practice would not have multiple words in a value – and would word the value in the Positive/Affirmative – it is reassuring to know the Google People are aware of the responsibility they have to us all.



In your pair or group, please record your Observations and Recommendations for your designated brand's MVV:



MISSION: WHAT YOU DO EVERY DAY

Your Mission will need to be a very clear description about what you do every day. This will assist you as a business owner to focus on the tasks at hand. Your clients get a great understanding of your daily value proposition. Your Mission will help you determine why your business has a competitive edge. Your Mission is what you do for your clients/customers. This is your promise on a daily basis when you get out of bed, when your team arrives at work, they understand this mission to be the standard expectation – every single day.

Here are 3 examples of Mission Statements

Example 1: Best Practice

- Every day we Educate and Empower **all people**, to realise their full potential in Business and in Life.

Example 2: PBS Accounting – Adelaide

- Every day we assist our clients to achieve greater success. Through strong relationships we help to:
 - 1) Legally minimize taxation
 - 2) Increase Profits and Earnings
 - 3) Build and Protect their Wealth
 - 4) Remove Recordkeeping Roadblocks
 - 5) “Work to Live” not “Live to work”

Example 3: Global Beauty Group

- We make people feel wonderful

**EXERCISE - MISSION STATEMENT BRAINSTORM**

- **Q1 What does your Business do EVERYDAY?"**
 - **Q2 "What does your Business do for your Clients/Customers?"**
 - List – in bullet point form all answers under Q1 and Q2 – there is no right or wrong here, just drafting and redrafting.
 - If you are in the **20% of Best Practice members** who have completed, submitted, and are using your MVV – PLEASE re-assess and re-draft any insights or changes you deem relevant to your Mission today. Your MVV is a tool that requires up to date input and is to be revisited every 90 days.
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“A mission statement is not something you write overnight... But fundamentally, your mission statement becomes your constitution, the solid expression of your vision and values. It becomes the criterion by which you measure everything else in your life.”

- Stephen Covey

EXERCISE: FIRST DRAFT MISSION STATEMENT

- 1) Write the first draft of your Mission Statement.
- 2) Just write away, do not focus on the length at this point. Draft your description of what you do every day.
- 3) This will become your greatest Marketing statement. You will create a soothing, inspirational, customer and potential customer drawcard.
- 4) If you are in the **20% of Best Practice members** who have completed, submitted, and are using your MVV – PLEASE re-assess and re-draft any insights or changes you deem relevant to your Mission today. Your MVV is a tool that requires up to date input and should be revisited every 90 days.

***“Outstanding people have one thing in common:
an absolute sense of mission”***

– Zig Ziglar

EXERCISE: SECOND DRAFT MISSION STATEMENT – SUBMIT FOR REVIEW

- 1) Write the second draft of your Mission Statement and submit it for review.
- 2) This is your description of WHAT you do every day.
- 3) Along with your Vision Statement, this will become your greatest Marketing drawcard. You will create a soothing, inspirational set of tools of attraction for employees and customers both existing and new.
- 4) If you are in the 20% of Best Practice members who have completed, submitted, and are using your MVV – PLEASE re-assess and re-draft any insights or changes you deem relevant to your Mission today. Your MVV is a tool that requires up to date input and should be revisited every 90 days.

NOTE: If your Mission Statement is a little long (or too wordy) try taking how “how” statements and only keeping the “what” statements. How statements describe “how” you’re going to achieve the “what”.

This image shows a blank sheet of white paper with horizontal ruling lines. The lines are evenly spaced and extend across the width of the page. There are no margins, text, or other markings on the paper.

“When you discover your Mission, you will FEEL its demand. It will fill you with enthusiasm and a burning desire to get to work on it.”

- W Clement Stone

VISION: WHAT YOU ARE STRIVING TO BECOME

Where do you see your Business in the next 3-5 years?

Here are 3 Examples of Vision Statements

Example 1: Best Practice

- We are the Global Leaders in Education, Implementation, and Impact. We will positively influence more people's lives than any other organisation in human history.

Example 2: PBS Accounting Adelaide

- Our reputation for making a difference will attract highly motivated people who aspire to reach their maximum potential. We will play a key role in assisting them to achieve their goals.

Example 3: Global Beauty Group

- The Global Beauty Group is to be regarded by Salon, Spa, Clinic and Practice Owners as the No. 1 Aesthetic and Medical Grade Devices and Skin Care Company in the world.



EXERCISE - VISION STATEMENT BRAINSTORM

It's 3-5 years from now. You're at a national or international awards night held in honour of you and your business. Everyone that's important to you is there. Your employees, your family and all of your important customers. You're taking a brief yet wonderful moment to step back and take it all in. You are hearing amazing and fantastic comments being made by everyone about what a great company you have built and how wonderful it is from each person's perspective. What are they saying?

- 1) Q1 "Where do you see your Business in 3-5 years?"
- 2) 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!
- 3) List – in bullet point form all answers under Q1 and Q2 – there is no right or wrong here, just drafting and redrafting.
- 4) If you are in the 20% of Best Practice members who have completed, submitted, and are using your MVV – PLEASE re-assess and re-draft any insights or changes to your Vision that you deem relevant today. Your MVV is a tool that requires up to date input and is to be revisited every 90 days.

[illegible]

“Your vision will become clear only when you can look into your own heart. Who looks outside, dreams, who looks inside – AWAKENS”

– Carl Jung

EXERCISE: FIRST DRAFT VISION STATEMENT

- 1) Referencing your notes from the previous page, write the first draft of your Vision Statement.
- 2) Just write away, do not focus on the length at this point. Draft your description of where you see your Business in the next 3-5 years.
- 3) Your vision will always link back to the service and benefits your clients/customers receive – the ‘what’s in it for them?’ will become clear.
- 4) If you are in the 20% of Best Practice members who have completed, submitted, and are using your MVV – PLEASE re-assess and re-draft any insights or changes to your Vision that you deem relevant today. Your MVV is a tool that requires up to date input and is to be revisited every 90 days.

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“The greatest danger for most of us is not that our aim is too high, and we miss it, but that it is too low and we reach it. ”

- Michelangelo

EXERCISE: SECOND DRAFT VISION STATEMENT – SUBMIT FOR REVIEW

- 1) Referencing your notes on the previous page, write the second draft of your Vision Statement.
- 2) Refine the draft of your description of where you see your Business in the next 3-5 years.
- 3) Your vision will always link back to the service & benefits your clients/customers receive – the ‘what’s in it for them?’ will become clear.
- 4) If you are in the 20% of Best Practice members who have completed, submitted, and are using your MVV – PLEASE re-assess and re-draft any insights or changes to your Vision that you deem relevant today. Your MVV is a tool that requires up to date input and is to be revisited every 90 days.

NOTE: As with your Mission Statement “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.

“The empires of the future are empires of the mind.”

- Winston Churchill

VALUES: WHAT IS NON-NEGOTIABLE (HOW WE ACHIEVE THE VISION)

Your Values are in fact precisely how you achieve your Vision. Without Values you lack the guiding principles to refer to that keep you sane when faced with difficult decisions, lack confidence, or feel emotionally torn and unable to act decisively.

***“When you live according to your highest values, you become inspired
and awaken genius.”***

– Dr. John Demartini

Here are 3 Examples of Values (non-negotiable)

Best Practice prefer succinct, effective truths. We encourage brevity and clarity.

Example 1: Best Practice – We Live, Breathe, Eat, Drink and Sleep our Values!

- Integrity, Accountability, Passion, Transparency, Communication, Commerciality and Fun

Example 2: PBS Accounting Adelaide

- Trust, Integrity, Leadership, Mentoring, Commitment, Accountability, Fun

Example 3: Global Beauty Group

- Reliable, Accountable, Passionate, Innovative, Respectful, Supportive, Commercial, Fun



EXERCISE – VALUES BRAINSTORM

- 1) List – in bullet point form – all your own Personal Values. Do not be swayed whether you think they belong in your business – think about your own personal values and how they relate to the way you serve your clients and customers.
- 2) ONLY when you have finished, then categorise with a (P) for PRIMARY and an (S) for SECONDARY.
- 3) If you are in the 20% of Best Practice members who have completed, submitted, and are using your MVV – PLEASE re-assess and re-draft any insights or changes to your Values that you deem relevant today. Your MVV is a tool that requires up to date input and should be revisited every 90 days.

[illegible]

“Find people who share your values and you’ll conquer the world.”

- John Ratzenberger Author & Environmental Activist

EXERCISE: DRAFT VALUES – SUBMIT FOR REVIEW

- 1) Reflecting on your Values List, choose four(5), five (5) or six (6) words that truly RESONATE with you.
- 2) These will come from the Values you have categorised as (P)
- 3) If you are in the 20% of Best Practice members who have completed, submitted, and are using your MVV – PLEASE re-assess and re-draft any insights or changes to your Values that you deem relevant today. Your MVV is a tool that requires up to date input and is to be revisited every 90 days.

“It’s not hard to make a decision once you know what your values are”

- R.E. Disney



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OUR MVV TO LIFE

Value of your MVV statement only comes to Life when ALL stakeholders – management, staff, suppliers, partners, and customers – can identify with it and use it as a kind of internal business compass for when they make their day-to-day decisions.

- Your MVV must be displayed at Reception, visible from every Workstation by every Employee and included throughout your Marketing and Promotional Material.
- The words that form your MVV must infuse every ACTION you take, every day.

FIVE FACTS ABOUT YOUR HARDEST WORKER - YOUR MVV

- 1) Every day, for every decision in your Business, you will look to your MVV and ask – “How does this action align with our MVV?”

- 2) In all aspects of Human Resources, hiring, training, mentoring, and exiting you will call in your MVV starting from the job advertisement through to all areas of performance management.
- 3) High performance standards from your employees will depend on their understanding and incorporation of your MVV. During weekly meetings, you must ask your staff, “How do you think you contributed to our MVV this week?” Train your staff to ask themselves at the beginning of each workday “How does my workload today align with our MVV?” When your employees let you down, ask them if the specific outcome of their work is contributing to the company achieving its Vision, and if it’s not, then review each Value one by one and ask how their actions were in alignment with each of your business’ Values? These questions will bring honesty and accountability to the individual concerned.
- 4) The stronger the clarity your Business has with your MVV, the less time and resources you will spend trying to fix poor communication, employee engagement, customer satisfaction and unwanted behaviours.
- 5) Remember the AAA Battery for supercharging your MVV: Authentic, Aspirational, Aligned

NB: The **onus of MVV is on YOU the Business Owner**, whether you are solo in your Business or run a vast Empire - you **MUST** resonate with and **LIVE** in all of your daily actions – your MVV. If you do not, there will be no buy in or belief from anyone else!

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

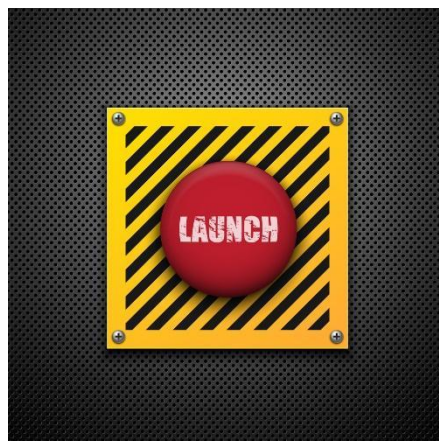
meeting. Members of management including the company CEO typically unveil a new mission and vision.

2...

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

1...

Send out a mass 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.



POST LAUNCH - Driving it Home!

10 great strategies for getting your MVV out there

1. Get some awesome Banners made up for as little as \$250 for a big impact in Reception/Meeting Rooms, Back Office, Workshops, etc.



2. MVV on your Messages on Hold/After Hours Messaging in the office



3. MVV in the “About Us” section on your Website



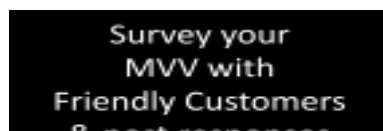
4. Email announcing MVV to all clients/prospects/suppliers



5. Set Up PCs to have your MVV “floating on homes screens/screensavers



6. A quick survey of your MVV with “Warm & 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



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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

Find us on social media!



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, lunch rooms and Admin/Engine Rooms.



EXERCISE: BREATHING LIFE INTO YOUR MVV

Please use the space below to write your commitment statement – how you will actively use your MVV – to ensure your MVV will be the Driving Force in all decisions and actions in your Business:

Group Debrief and Reflections:
