

# Visions and Missions with Purpose™

## Overview

In this workshop, each participant will use an actual business scenario that needs a plan of action to create a vision, mission and goals for his or her own organization or for one in which they are involved. A series of individual and small group action-learning activities is used to help the participant become proficient in the 4 steps of analyzing, planning, applying and measuring the success of the vision, mission and goals creation process. Proven tools and approaches are provided and practiced to evaluate the current business environment and defines how to create and embrace a compelling vision that inspires others to meet organizational short-term goals and long-term success. A set of easy-to-use integrated tools are provided to identify the 4 stages of organizational change so that the vision is communicated to mobilize the workforce to execute the organization's mission and goals. At the close of the workshop the participant will leave with a 100% completed plan that can be used in workplace to achieve defined objectives to meet measurable business results.

## Learning Objectives

Upon the successful completion of the course the student will:

- Identify the value and importance of a vision
- Analyze the vision for long-term success
- Map vision, mission and objectives
- Align SMART goals to support the vision and mission
- Identify internal and external forces that support or restrict success
- Identify methods and channels for communication
- Develop a workplace action plan
- Create a feedback measurement system to ensure the workplace action taken is delivering the needed results

## Course Topics

Key topics covered within the course include:

- Cost of an Ineffective Vision and Mission
- Vision and Mission Statements Definition and Development
- Organizational Change Stage Mapping
- SMART Organizational Goals
- Vision and Mission Alignment to Goals
- Communication Plan for buy-in
- Defining Success Criteria
- Creating a Feedback and Measurement System