

# **Activity: Define Mission, Vision, and Values**

Enroll your team in a shared **mission** and clear **vision** to establish an environment for an intentional culture to thrive. Start by reviewing your organization's mission statement to identify how your team helps to enable the enterprise as a whole.

Teams who commit to a set of **values** that illuminate how they will work together encourage the norms and behaviors that will permeate across all work.

## **Define Mission, Vision, Values**



#### Mission

Define your group's **overarching purpose**, why it exists, and what it exists to do

- Inspirational
- · Clear and concise
- Memorable

What is our purpose?



#### Vision

**Clarify the end goal** - an ideal future state which your group will strive for

- Aspirational
- Tangible
- · Results-oriented

What will success look like?



#### **Values**

Represent how your **team gets work done** – guiding principles and characteristics which embody how your people expect to operate

- Behavior-based
- · Fewest, most important
- Advance the mission

Define the values that are important to your team.

## **Declare Your Culture**

Powerful cultures are explicit and intentional. It's critical for your team to establish, define, and document the behaviors you agree to and will encourage; and the behaviors you agree you will not tolerate. Declaring these behaviors is a key component to enacting a culture that is understood and adhered to in service of the mission.

Using a culture framework like the one below, leaders can create a visual depiction of the behaviors that are above and below the line for your team.

Behaviors We Tolerate and Encourage

**CULTURE** 

Behaviors We Do Not Tolerate

**Behaviors We Tolerate and Encourage** 

**Behaviors We Do Not Tolerate** 

### Leveraging those defined behaviors, you and your team can use the Stop-Start-Continue tool to:

- 1. Identify which current behaviors either support (continue, start) or hinder (stop) your team's culture.
- 2. Provide examples of what those behaviors are 3. Note how you will hold each other accountable in action.
  - for those behaviors.

Let us know what you think!