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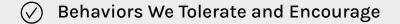
- Behavior-based
- Fewest, most important
- Advance the mission

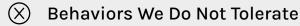*Define the values that are important to your team.*

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 in action.

3. Note how you will hold each other accountable for those behaviors.

Let us know what you think!