

Mission, Vision, Values Protection from the Storm



MISSION

An organization's larger purpose beyond making a profit. Protects against:

- ▶ Lackluster performance
- ▶ Squandered resources, assets and investments
- ▶ Unclear goals and direction
- ▶ Short-term, operationally-focused decision making
- ▶ Uninspired workforce
- ▶ Loss of sales to competitors' more compelling story
- ▶ Loss of candidates and employees to other firms
- ▶ Meaningless, trivial work
- ▶ Sudden, unintentional changes in direction
- ▶ Competing, vague and constantly-shifting priorities
- ▶ Disengagement

DELTA-V
STRATEGIES

Change the course of your business.

VISION

A bold, ambitious goal that supports your mission. Protects against:

- ▶ Personal agendas
- ▶ Departmental and silo mentality
- ▶ Squandered resources, assets and investments
- ▶ Short-term thinking
- ▶ Competing, vague and constantly shifting priorities
- ▶ Distrust, skepticism and frustration with leadership
- ▶ Lackluster performance
- ▶ Unclear and changing goals
- ▶ No progress toward goals and objectives
- ▶ Under-developed, unchallenged workforce
- ▶ Lack of results
- ▶ Uninspired workforce
- ▶ Inappropriate risk taking
- ▶ Disengagement

VALUES

Values set expectations for behavior and proclaim what we, as an organization, represent. Protects against:

- ▶ Unempowered workforce
- ▶ Questionable, unethical and illegal behavior
- ▶ "The ends justify the means" thinking
- ▶ Toxic culture
- ▶ Frequent hiring mistakes
- ▶ Temptation of short-term results
- ▶ Arbitrary, unsound decision making
- ▶ Inconsistent treatment of people
- ▶ Unacceptable behavior
- ▶ Insecure, uncertain workforce
- ▶ Slow and bureaucratic decision making (red tape)
- ▶ Vague and/or shifting priorities
- ▶ Micromanaging
- ▶ Inappropriate decision-making criteria
- ▶ Inconsistent decision-making criteria