

AT A GLANCE:



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CONNECTING VISION AND PURPOSE



WHAT'S THIS THEME ABOUT?

Most organisations have a fair idea of what they are aiming for. They might have a strategy, operational plans, brand pillars – this list goes on. But at the heart of any good strategy is a clear Vision and Purpose. Where do we want to be? Why is getting there relevant? What is the value that we create for others? For managers in the business, knowing these statements is often the easy bit. The challenge lies in how they communicate these into something meaningful and inspiring for their teams.

WHY IS THIS IMPORTANT?

“The problem with strategy is not in the thinking, but in the doing.” – Paul Stewart, Co-Author, Branded Customer Service

A new mission or vision statement usually signals change, and as we know, change can be seen as disruptive and uncomfortable for many. Frequently, Vision and Mission statements lack clarity around the ‘how’ and the ‘why’, causing anxiety and indifference. Managers of successful teams are, however, able to transform these statements into a ‘shared’ actionable Vision and Purpose and in the process create a strong connection amongst their people. They bring the Vision alive through both their words and actions, and therefore can motivate others to perform and attain the objectives set.

This Management Matters theme helps managers ‘connect’ their teams with their organisation’s Vision and Purpose, engaging their hearts and minds so they can execute strategy as it was intended.

IDEAL OUTCOMES

‘Connecting Vision and Purpose’ is about your management team understanding:

- The role and importance of a clear Vision and Purpose in the organisation
- The need to translate Vision and Purpose into actions and behaviours that support their attainment
- That Vision and Purpose statements are designed to be aspirational

‘Connecting Vision and Purpose’ is about your management team having the skills to:

- Communicate the organisation’s Vision and Purpose with clarity, faith and enthusiasm
- Connect the organisation’s Vision and Purpose to their roles as leaders and with their team’s role
- Create a shared team Vision and a sense of Purpose
- Use Vision and Purpose to successfully deliver strategy and achieve set objectives

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