

DON'T JUST SEE
POTENTIAL –
SEE IT REALISED



VMV WORKSHOP – DEFINE YOUR VISION, MISSION & VALUES

Why is it valuable to you?

Does your organisation have a clearly articulated vision of what you would like your business to look like in the future?

Does it motivate an inspiring vision of the future?

Do you have a mission statement that helps you and your staff define immediate goals, stay focused on the plan and provide a purpose for doing the work?

Does your leadership team have a clear understanding of the core principles and ethics that are required to create the right culture and drive the desired behaviours necessary to achieve your business goals?

When is it suitable?

- During periods of change to keep your team aligned and increase everyone's understanding of goals, objectives and guiding principles
- To better communicate company intentions to your customers and employees particularly when the competitive landscape has become more challenging
- Where a large proportion of the team is new and you want to get everyone on the same page
- When AI and automation are starting to impact your business and your staff are uncertain about the future
- As part of the strategic planning process to guide decision making, improve long term focus whilst providing day to day consistency

What is it?

RSM VMV workshops are designed as an interactive and collaborative day delivering:

1. Vision- a short, succinct, and inspirational statement of what the organisation intends to become and to achieve at some point in the future, often stated in competitive terms
2. Mission- the direction and purpose of the organisation For many leaders it is a vital element in any attempt to motivate employees and to give them a sense of priorities
3. Values- represent the core priorities or guiding principles in the organisation's culture, including what drives employees' priorities and how they truly act or behave internally and externally

RSM can incorporate preexisting VMV work, developed by the organisation into the process, to clarify, update and reinforce if necessary.

"If you don't know where you're going, any path will get you there."



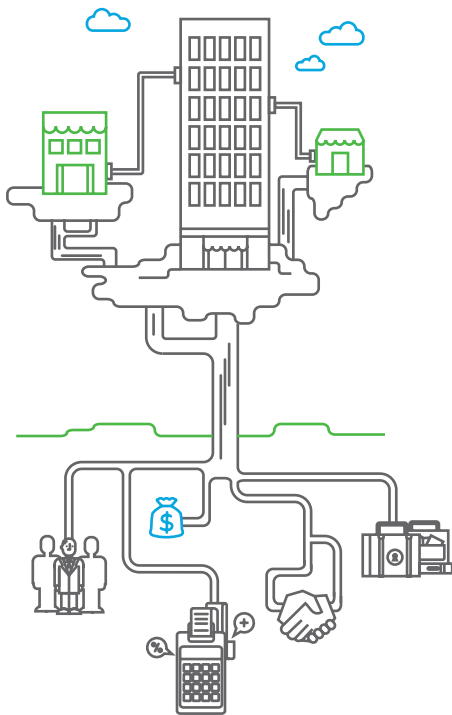
What is the process?

Context – the RSM team will meet with key stakeholders, review existing documentation and plans, and importantly clarify expectations.

Workshop Design – RSM will tailor a workshop based on group size, current status and audience. The VMV workshop can be facilitated as a standalone exercise or form part of a broader strategic planning exercise.

Workshop Facilitation – An interactive and fun session can be expected generally over the course of one day.

- **Session 1** – Icebreaker
- **Session 2** – Develop your Vision statement. This can be presented in graphic, written form or both
- **Session 2** – Clarify your Mission– Determine your WHY? Specific wording that captures the essence of purpose
- **Session 3** – Outline your guiding principles– the Values that guide people in their interactions in a meaningful and practical way



Documentation

The RSM team will document workshop outputs and recommend methods to embed the process and outcomes into the fabric of the organisation.

Deliverables

1. VMV Statement
2. Interactive and engaging exercise for participants
3. Group alignment
4. Document
5. Recommendations for embedding the VMV into the organisation

A vision without a plan is just a dream.

A plan without a vision is just drudgery.

But a vision with a plan can change the world.

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