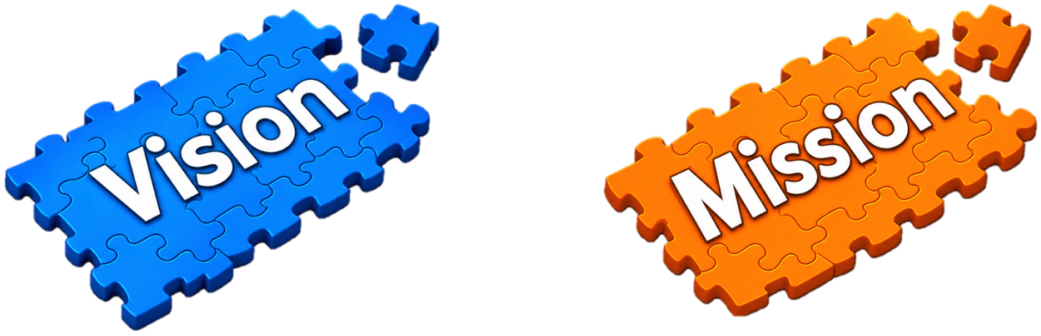
GREATRESULTS
TEAM BUILDING

Defining Our Team Vision and Mission

Get clear on why you exist and where you are going, to create team alignment



Three Words Every Team Uses (and Few Agree On)

Ask ten people on your team what your mission is and you will probably get ten different answers. Every one of them means well.

But when people are working toward ten different missions, the team is not really a team.

Clarity is a leadership job.

Before we write anything today, here is what each word means in this room.

VISION **Where are we going?**	**The future we are committed to creating.** Your vision is the picture of what success looks like when your organization fulfills its potential and makes the impact it hopes to make. **If it does not stretch people a little, it is a forecast, not a vision.** The future (3-5 years ahead)
MISSION **Why do we exist?**	**What we do, whom we serve, and why it matters.** Your mission is the purpose behind the work you do right now. It names what you do, who benefits, and the difference you exist to make. **If your people can't say it clearly, you do not have a team mission.** Present and ongoing
VALUES **How do we show up?**	**The principles and behaviors that guide how we work.** Your values are the standards everyone is expected to live out with each other, with customers, and in every decision you make along the way. **If you cannot see it, coach it, and thank people for it, it is not a value.** Every day

	It answers	It sounds like	Time frame
Vision	**Where are we going?**	A world where...	*The future*
Mission	**Why do we exist?**	We do this for them so...	*Present and ongoing*
Values	**How will we show up?**	We will always...	*Every day*

Vision Work: Where Are We Going?

Picture it is five years from now and we have lived up to our potential. Answer from that future.

1. What is the most important work we are known for?

We are making:

And we are delivering:

2. How do our customers describe us?

They say we make them feel:

They say we have made a difference by:

3. What is it like to interact with our team?

As a coworker:

As a customer:

4. How will we know we are getting closer?

For our customers:

For our coworkers:

VISION FORMULA

A world where _____. or To be _____ for _____.

A strong vision is inspiring, clear, and easy to picture. If people cannot see it, they cannot chase it.

Our first draft:

Our tightened version:

Example Vision Statements

Habitat for Humanity: "A world where everyone has a decent place to live."

Alzheimer's Association: "A world without Alzheimer's and all other dementia."

IKEA: "To create a better everyday life for the many people."

LinkedIn: "Create economic opportunity for every member of the global workforce."

Hilton: "To fill the earth with the light and warmth of hospitality."

Notice what they have in common: each one describes a future you can actually picture, and none of them will ever be fully finished. That is the point.

Mission Work: Why Do We Exist?

Answer each question on your own first. Then we will compare answers and look for the words that keep showing up.

1. What do we do?

We are here to make:

And we are here to deliver:

2. Whom do we serve and impact?

We are here to serve:

And we also impact:

3. When we are at our best, how do we serve them?

We serve them by:

And we make a difference by:

4. What can people do because of our work?

Our coworkers can:

Our customers can:

MISSION FORMULA

We _____ for _____ so that _____.

Use it as scaffolding. Your final version can sound less like a formula once the ideas are clear.

Our first draft:

Our tightened version:

Example Mission Statements

Patagonia: "We're in business to save our home planet."

Microsoft: "To empower every person and every organization on the planet to achieve more."

Southwest Airlines: "Connect People to what's important in their lives through friendly, reliable, and low cost air travel."

American Red Cross: "The American Red Cross prevents and alleviates human suffering in the face of emergencies by mobilizing the power of volunteers and the generosity of donors."

TED: "Spread ideas."

Notice what they have in common: each one names what they do and why it matters to someone. None of them try to sound impressive. They try to be clear.

Pressure Test Your Drafts

Before you call it done, run both statements through these questions as a team.

- ☐ Can every person in this room say it from memory, without reading it?
- ☐ Would someone on the front line recognize their own work in it?
- ☐ Does our mission explain why we exist, and our vision describe where we are going?
- ☐ Will it help us say no to something that does not fit?
- ☐ Is it written in plain words our people actually use?
- ☐ Does it make us a little proud, and a little uncomfortable?

Make It Stick

A mission on the wall does nothing. A mission in people's heads changes how they work. That only happens when leaders repeat it until they are tired of hearing themselves say it.

- **Open meetings by saying it out loud.** From memory… to show it is important.
- **Tell stories.** Share real moments when someone lived the mission.
- **Connect every role to it.** Show each person how their work moves the mission forward.
- **Thank people when they live it.** Specific praise for behaviors shows everyone what matters.
- **Put it where people see it.** Email signatures, your website, onboarding, and in meetings.

Our Commitments

Three things this leadership team will do in the next 30 days to share our mission and vision:

1.

2.

3.

If people don't know WHY they are here, they won't do much WHILE they are here.

TALK WITH SEAN ABOUT YOUR NEXT TEAM EVENT!

Sean Glaze is a workplace culture speaker, team building facilitator, author, and leadership coach who delivers experiences that ignite team performance.

As a successful basketball coach, Sean gained valuable insights on turning talent into team performance, and he founded Great Results Team Building to strengthen collaboration, increase accountability, and build Sticky Cultures that inspire more profitable teamwork. His engaging conference keynotes and custom team building programs have helped clients like Cisco, John Deere, the CDC, and Emory University.

Sean is the best-selling author of Rapid Teamwork, What Effective Leaders DO, The 10 Commandments of Winning Teammates, Staying Coachable , and The Sticky 11 Checklist - all entertaining books that provide insights and tactics to accelerate the growth of leaders and teams!



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