



Mission & Vision Workshops

Prior to undertaking a strategic transition, some companies benefit from carrying out mission & vision exercises, providing the business with some cultural context to this strategic 'journey'.

- A mission statement is a description of the strategic journey - what taking the journey will look and feel like
- A vision statement is a description of the conclusion of the strategic journey - how it will look and feel when the business reaches its strategic goal.

They provide the employees of the business with a clearer and more tangible functional and emotional understanding of what it will be like for them to be part of the process of change, and how it will feel once the strategic goals have been achieved. We work with organisations on:

- Facilitating the process of identifying the functional and emotional outcomes of undertaking the strategic transition
- Facilitating the process of identifying the functional and emotional outcomes of achieving the strategic goals
- Facilitating the process of formulating and communicating the mission and vision statements with the business

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