



DEFINING YOUR VISION, MISSION, & VALUES

A FU⁺UREPLUS GUIDE



+ What is 'Vision, Mission, and Values?'

Your 'Vision, Missions, and Values' should articulate your company's long-term goals, purpose, and guiding principles. The Vision outlines the ideal future the company seeks; Mission details specific objectives and actions you are taking to reach that Vision; Values defines the ethical and cultural principles that guide the company's decision-making. For a truly sustainable company, these elements should reflect a commitment to environmental and social responsibility, incorporating practices that minimise ecological impact and contribute positively to society.

+ Why is it important?

Communicating your company's Vision, Mission, and Values is important for several reasons:

- **Transparency**

It allows all stakeholders (including customers, employees, investors, and potential customers) to understand the company's core principles and long-term objectives.

- **Alignment**

A publically accessible Vision, Mission, and Values help align individuals within a company on the overarching goals of the company they are part of, ensuring that everyone is moving in the same direction.

- **Accountability**

Allows for stakeholders to hold the company accountable for its actions and performance in relation to its stated values and objectives.

- **Investor and Partner Confidence**

Investors and Partners want to know your business can stand the test of time, this allows them to better understand the company's strategic direction and commitment to ethical practices.

- **Company Culture**

Fostering a positive company culture with sustainability at the foundation will positively influence how employees interact, make decisions, and contribute to a positive working environment.

- **Decision-making**

The company's core beliefs help serve as a guide for all decisions made within the company at any level as they will be made in-line with the company's core Vision, Missions, and Values.

- **Positive Brand Image**

With the newfound focus on sustainability within the general public, a company showing they have a Vision of a better future, with a clear Mission set, and positive company Values given, customers will feel ethically validated for interacting with your company and are more likely to return in the future.



+ How to set your Vision, Mission, and Values

Vision:

- Reflect on company identity
 - Take time to truly understand the core identity of the company. What is its purpose? What does it aim to achieve long-term? Understanding this will naturally lead to a good basis for your company's Vision.
- Gather stakeholder input
 - Seek input from all key stakeholders if necessary (considering employees, leadership, customers, and possibly investors).
- Craft Vision Statement
 - Develop a concise and inspiring vision statement that encapsulates the desired future state of the company. This statement should be aspirational, motivating, easy to understand, and truly reflective of the company's values.

Mission:

- Outline company missions
 - With your company's Vision realised, try to break it down into small, achievable goals with specific categories and timeframes. The FuturePlus program will help with this!
- Define company missions
 - Specify the company's mission by defining what is its purpose, target audience and what value it provides to all affected (including the environment if that is involved).
- Be realistic
 - These things take time. Pick off the low-hanging-fruit first and set achievable short-term goals. If a mission is particularly time-consuming or resource-intensive, do not abandon your ambitions! Set it as a long-term goal and try to break it down further.

Values:

- Identify Core Values
 - Your values should represent the fundamental beliefs and principles that define the company's culture, and could also reflect your Code of Ethics and Employee Code of Conduct.

Finally, it is important that the leadership team be in alignment and supportive of the newfound Vision, Mission, and Values of the company. Their buy-in is integral for the successful implementation of these goals! Lead by example.



+ Now what?

Before going public, communicate the finalised version of the Vision, Mission, and Values to all employees. Ensure that they understand the significance of these statements and how it connects them to their daily work.

It is also important that you integrate everything into the overall business strategy of the company and ensure that all ongoing and future strategic objectives, projects, and initiatives are aligned with these guiding principles.

Finally, review and refine. It is rarely the case that the first attempt at something will be perfect. Regularly review and, if necessary, refine your Vision, Mission, and Values to ensure that they remain as relevant and forward-thinking in this ever-evolving business landscape as possible.

+ Communication

There are multiple ways to communicate these newfound objectives with the public. One good location would be the “About Us” section of your website, a quickly accessible location where your business can express to any interested what makes your company what it is. You can also post them to your social media pages, to a corporate blog or brochure, state them in your annual reports, via newsletters, recruitment materials, or job postings.

The more material you can integrate your Vision, Mission, and Values into, the better! Including them into recruitment materials and job postings will also serve to attract like-minded candidates that share the same core values as the company. You could also get creative and create a short, snappy slogan summarising your goals for the future and integrating it into things like employee email signatures or artistic decals and designs in and around your place of operations.

It is important to use a multifaceted approach to ensure effective communication with all stakeholders so as to foster understanding and alignment with your new guiding principles.

+ Get in touch

For more information and support, please feel free to contact us at: team@future-plus.co.uk.