



CONVERSATION FRAMEWORKS™

by Innovative Management Tools

Foundations of Success: Crafting or Revising Vision, Mission, and Values

In the journey towards organizational excellence, the foundational elements of Vision, Mission, and Values play a pivotal role in organizational alignment. However, many companies find themselves at a crossroads when it comes to developing or refreshing these essential statements. Enter the Conversation Framework™ **FOUNDATIONS™ - Vision, Mission, Values Development Activity** by Innovative Management Tools™. **FOUNDATIONS** is a framework designed to guide companies through the process of defining, aligning, or refreshing their VMV statements.

Defining the Challenge: Navigating the Foundations Crossroads

According to an ongoing survey by Innovative Management Tools, **76.92%** of companies face challenges in Vision, Mission, and Values Development. Let's explore three common scenarios where **FOUNDATIONS** becomes an indispensable ally.

Scenario 1: Creating a Solid Foundation

No Vision, Mission, Values Statements exist, and the company owner doesn't know where to begin in creating one.

Scenario 2: Refreshing Outdated Statements

The current statements were created a long time ago by the then owner or President. It has been decided that it is time for a refresh.

Scenario 3: Aligning Actions with Values

Employee actions, activities, department policies, and leadership decisions demonstrate that the Vision, Mission, Values and Company Culture are out of step with the day-to-day. Time to align things.

These challenges 1) create a sense of pressure because knowing that the VMV is needed (the What), but the process for doing it not so clear (the How), 2) the company today and the VMV of yesterday are out of alignment, creating confusion or misunderstanding, and 3) that misalignment has not only entered the mindset of the people, but also the processes, decisions, and culture of the company, amplifying the misalignment.

FOUNDATIONS - Vision, Mission, Values Development Activity: Crafting the Blueprint for Company Alignment



FOUNDATIONS is more than a framework; it's a step-by-step guide aimed at making the process of developing or refreshing Vision, Mission, and Values Statements seamless.

While the need for Vision, Mission, and Values is recognized and companies often take on crafting these statements in a non-collaborative manner, **FOUNDATIONS** distinguishes itself by offering a unique and collaborative approach to the idea generation and statement crafting process. It involves leveraging a framework that sparks creativity, fosters collaboration, and ensures that the resulting statements are not

just words on paper but a true reflection of the company's identity by going beyond the statement writing phase with defining communication plans to various stakeholders. This second part of **FOUNDATIONS** helps turn some great ideas into tangible actions and commitment across the company.

FOUNDATIONS is not a one-size-fits-all solution; it's a customizable journey. It recognizes that every company is unique, and its approach reflects that individuality.

Cracking the Code: Building a Cohesive Organizational Identity

Why do challenges in Vision, Mission, and Values persist despite their acknowledged importance? The answer lies in the intricate process of development, alignment, and communication. **FOUNDATIONS** takes a holistic approach, ensuring that the resulting statements not only define the company but serve as a compass guiding decisions and actions.

It's not just about creating statements; it's about building a cohesive organizational identity that resonates with employees and stakeholders alike.

The Path to Excellence: A Call to Action

As we navigate the challenges of Vision, Mission, and Values Development, it's evident that a strategic approach is crucial. Innovative Management Tools invites organizations to embrace a future where the VMV Statements become the north stars of the company.

Let's engage in a dialogue about your unique challenges in defining or refreshing your foundational elements. Share your experiences, and let's collaboratively shape a future where your Vision, Mission, and Values not only exist on paper but thrive in the actions of your organization.

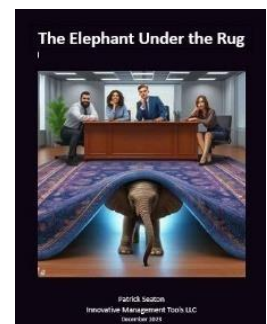
In the ever-evolving world of business, crafting a solid foundation remains a cornerstone of success. It's time to build the blueprint for your success with Innovative Management Tools.

Want to learn more about **FOUNDATIONS**? Click on this link: [FOUNDATIONS - Vision, Mission, Values Development Activity - Innovative Management Tools](#)

Addressing the Elephant Under the Rug: Bridging the Values Gap

In the realm of foundational elements, it's crucial to address the elephant under the rug – the hidden gaps that may impact the alignment of actions with stated values. Our eBook, *The Elephant Under the Rug*, delves into the intricacies of developing impactful Vision, Mission, and Values, offering insights and strategies to bridge the gap.

Download your FREE eBook, “The Elephant Under the Rug” by clicking on this link: [EBook Download - Innovative Management Tools](#)



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Conversation Frameworks – Guiding the Power of Ideas from Within™