



## VISION & VALUES

A company's vision is their articulation of a specific dream. It shapes business decisions, generates customer loyalty, inspires people and galvanizes them to go the extra mile. A compelling corporate purpose gives people a reason to get up in the morning with a smile and go to work to give their best. It helps make sense of why you are doing what you are doing.

However, an inspiring vision is only one side of the coin. The other side is about the way you go about achieving it, the values and principles that define your company and set you apart from others. It guides people and influences business decisions as the organization delivers on its commitment to all its stakeholders.

It is not easy to integrate a commitment to uphold values and at the same time be focused on delivering your business results. Great companies are able to do both. Their leaders model the values and are able to communicate the values into practical examples of decisions and behavior.

Our experience learns that an organisation can only be principle based if values are:

- Carried out by its leaders
- Integrated into everyday activities and behaviors
- Relevant and credible to all employees
- Evolutionary and sustainable into the future

Core values result from looking inward. You can't do it without debate and neither can you get a copywriter to draft them for you. It's 'an organic' process. It can't be designed, created, driven or implemented. Cultivating a values based culture is something that takes time and commitment. It can be compared with gardening, in which you plant seedlings that need to grow through continuous nurturing, pruning and support.

Developing a vision and identifying your core principles is only one part of the story. What makes this an even bigger leadership challenge is to develop a vision and values that is not only yours but is shared by everybody. A vision that inspires all your employees and is not just a plaque on the wall. Values that your team is able to live each and everyday and has become part of the fabric of the organization.

### WHAT ENGAGE CONSULTING CAN DO FOR YOU

Engage Consulting has significant experience in helping leaders and their teams develop an inspirational vision and values that captures the essence of what you want to achieve in a manner that is easy to communicate and inspires people to want to be part of your journey.



We can help you (re-)define the culture you require to deliver on your strategic objectives by:

- Diagnosing and measuring your cultural strengths and weaknesses;
- Identifying your vision and values through a two-way process combining grass root level feedback with strategic direction from its leaders;
- Building commitment from the top team in 'leading the vision and values' across the organization;
- Introducing the values in the organisation and equipping line managers to communicate, model and inspire their teams on the vision, live the values and deliver your strategy; and
- Integrating your vision and values into the fabric of the organisation at both an individual and organisational level.