Vision, Mission and Values Development

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Vision, Mission and Values Development is a 5-day senior purpose-and-strategy course delivered by Mars Training Centre UK at our international centres in London, Dubai, Rome, Cape Town and Kuala Lumpur — designed for directors, chief executives and senior leaders responsible for the articulation of organisational purpose, vision, mission and values.

Vision, mission and values are the most over-written and under-thought-through documents in most organisations. They are often produced by a committee, polished by an outside adviser, and quietly ignored by the people they are meant to guide. Done well, however, they are powerful: they cut decisions short, set the cultural standard, and tell the workforce what the organisation will and will not do. This programme is built for senior leaders who want to take the work of vision, mission and values seriously, and produce something the organisation can live by.

Across five focused days, you will work through the discipline of purpose definition — what each of vision, mission and values actually is, how to develop each with rigour, how to embed them into strategy, operating model and culture, and how to test whether they are working. The programme is delivered by senior practitioners with executive and organisational-development experience.

What You Will Learn

- Distinguish vision, mission, purpose and values with intellectual precision.
- Design a development process that produces a vision the organisation can live by.
- Draft a mission statement that survives stakeholder scrutiny.
- Develop a set of values that are testable, not decorative.
- Link purpose to strategy, operating model and capital allocation.
- Embed vision, mission and values into culture, recruitment and reward.
- Recognise and dismantle purpose theatre.
- Test whether the organisation's stated purpose is actually guiding decisions.
- Communicate purpose credibly to boards, the workforce and external stakeholders.

How You Will Benefit

You will leave with a working draft of vision, mission and values for your organisation or business unit, and a Mars Certificate of Completion.

Your organisation will gain a senior leader who can hold the purpose conversation with substance rather than slogans, and embed purpose into the decisions, behaviours and capital choices that determine whether stated values actually mean anything.

Who This Programme Is For

This programme is designed for senior leaders shaping organisational purpose, including:

- Chief Executive Officers and Managing Directors
- Chief Strategy Officers and Heads of Corporate Affairs
- Chief People Officers and HR directors
- Directors of communications, brand and culture
- Heads of business units owning the local purpose conversation
- Family-business principals refreshing the purpose of the enterprise
- Senior public-sector executives leading purpose and values work

The seniority floor is director level and above. The course is delivered in person over five consecutive days and carries a fee of £4,950.