

LABS



The labs have really helped me develop as a business owner. I've been involved in two labs and feel that I have gained invaluable knowledge from them both.

Alan Spurgeon owner of Hedgehog Digital



LAB DATES
11 Sept,
3 & 16 Oct

Trevenson House,
Church Rd, Pool, Redruth
TR15 3PT

OVERVIEW OF TOPIC

Vision, Mission and Values Lab: Developing and embedding strategic plans

Vision, mission, values: words you say or things you actually do?

Do they help you to know where you're going and how to get there?

Do they encourage you to innovate and be flexible, to manage performance and priorities?

Your vision's your North Star: it's your ultimate destination, but its light guides your way as well. To get where you want means making a plan, communicating it clearly, tracking your progress and keeping teams focused.

You, your brand and your people will change as you progress: this lab helps you to manage and lead that change.

WHAT WILL BE COVERED?

Over three sessions, along with your peers, you'll:

- Reassess your vision, mission and values as the foundations on which everything – plans, changes, and decisions – is built.
- Acknowledge that your mission – what makes you leap out of bed every day – needs to have exactly the same effect on your whole team.
- Check that your values – the beliefs which animate you – are not the icing to make the cake look good, but what the cake itself is actually made of.
- Understand how your core values need to be second nature to every team member, and how these teams' structures influence your ability to fulfil your vision and mission.
- Work out how, practically, you can make sure the team's values are the company's values.
- Work out the best ways to measure how close to your vision and mission you're getting.
- Be the best leader you can be, where 'best' means the most empowering, open, progressive and flexible.

OUTCOMES

Your vision, mission and values need to be visible, clear and to support growth.

This lab will make sure they are, and will help you embed them throughout your organisation. As a result, your brand will be flexible enough to change but strong enough not to deviate from its core vision. And you, as a leader, will leave these labs energised, empowered and confident in the motivated team supporting you.

Your facilitators:

Sally Read and Chloe Windo are experienced facilitators and experts in thinking creatively about strategy, brand and leadership. Their work with you will mean your vision, mission and values inform how you lead, how you communicate and what your company's like.

Business & Management Consultant Sally Read has over 20 years of leadership, owner/director and consulting experience across a broad range of sectors, including retail, manufacturing and creative, with a strong focus on people, processes and strategy.

Business Development Manager Chloe Windo brings over 12 years' experience within brand, marketing, operational and business development roles in a broad range of sectors, including the creative, engineering and health and fitness industries.

Email clientservices@unlocking-potential.co.uk or call 0845 600 3660 to register your interest



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