



Core Values, Vision & Mission *Workshops*

Businesses thrive or fail based on how well they “walk the talk” on core values, vision and mission. Your organization’s core values should be deeply embedded in decision-making, policies, systems, and practices for every area of your operations - from hiring and firing to partnerships.

Whether you’re an emerging business or nonprofit, or an established organization in need of a branding re-boot, investing the time to develop core values, vision and mission statements is the most important communications activity you will ever do.

Three different workshops in this category are offered for leaders and teams.

Core Values, Vision & Mission *Creation*

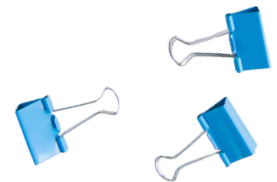
In the CVVM workshop, I use probing questions to help you and your colleagues identify, prioritize and define the values that highlight the true character of your organization. We'll then follow a similar process to create a vision that inspires and develop a mission that motivates. The resulting core values, vision and mission statements can and should be used to impact every business decision made.

Participants are encouraged to discuss openly and honestly about whether or not the values, vision and mission are an authentic reflection of your organization for staff, customers, partners, donors, and other key stakeholders.

This session requires participant pre-work. Pre-work must be completed at least two (2) weeks in advance.

Includes the following:

- 1-hour interview with organizational leader(s)
- Review of up to 5 internal and 5 external communications documents
- Send and analyze participant pre-work (Google Form)
- Follow-up interviews as needed (up to 10, 30-min. max)
- Workshop facilitation
- Recap & Outline of session results



COPYWRITING SUPPORT

Writing support to create core values, vision and mission language based on the Core Values, Vision & Mission workshop. Includes a maximum of three (3) revisions.

Core Values *Creation*

In this workshop, probing questions are used to help teams identify, prioritize and define the values that highlight the true character of your organization.

Using a process of "Brainstorm | Prioritize | Agree", participants will be encouraged to discuss openly and honestly about whether or not the values reflect the true character of the organization.

This session requires participant pre-work. Pre-work must be completed at least two (2) weeks in advance.

Includes the following:

- 1-hour interview with organizational leader(s)
- Review of up to 5 internal and 5 external communications documents
- Send and analyze participant pre-work (Google Form)
- Follow-up interviews as needed (up to 10, 30-min. max)
- Workshop facilitation
- Recap & Outline of session results

COPYWRITING SUPPORT

Writing support to create core values, vision and mission language based on the Core Values workshop. Includes a maximum of three (3) revisions.

Core Values *Refresher*

During this accountability session, teams will explore how well your organization and staff are living up to its core values in light of current or potential changes in the business, economic, social and political landscape.

This interactive session involves individual reflection and group discussion to allow participants an opportunity to consider how the core values are lived out at personal, departmental and organizational level.

Includes the following:

- 1-hour interview with organizational leader(s)
- Review of up to 3 internal and 3 external communications documents
- Follow-up interviews as needed (up to 10, 30-min. max)
- Workshop Facilitation
- Recap & Outline of session results

COPYWRITING SUPPORT

Writing support to update core values language as needed from the Core Values Refresher workshop. Includes a maximum of two (2) revisions.

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