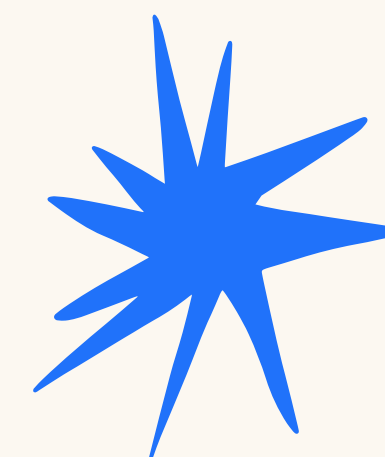




VISION AND MISSION

Presented by: Terrence "TAT" Taylor



AGENDA



- **OVERVIEW**
- **VISION**
- **MISSION**
- **GOALS**
- **ABOUT THE COMPANY**
- **COMPANY VALUES**

- **ROADMAP**
- **SUMMARY**
- **TEAM**



SCALING THE LEADERSHIP MOUNTAIN

SELF-DISCOVERY AND PERSONAL GROWTH

Embark on a journey of self-discovery to understand your strengths, values, and aspirations. Reflect on your past experiences.

BUILDING RELATIONSHIPS

Cultivate strong interpersonal skills, active listening, and empathy. Build authentic and trust-based relationships with your team members, colleagues, and stakeholders.

VISION, STRATEGY, AND EXECUTION

Great leaders possess a clear vision for the future and the ability to create a compelling strategy to achieve it. Define your vision and set challenging yet attainable goals.

VISION

- What is the impact of your leadership and the company you want to leave behind?
- What culture do you want to play out in your employees' lives?
- How can you be of service?

MISSION

- What is your company doing today? What is its purpose?
- Why are you doing it, and who are you doing it for?
- How does it contribute to the greater good?

GOALS

- What does your company want to achieve?
- What are the company's long-term and short-term goals?
- How will it benefit me and others?

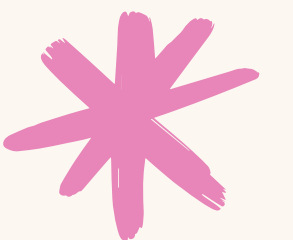




VISION

From Vision to Victory

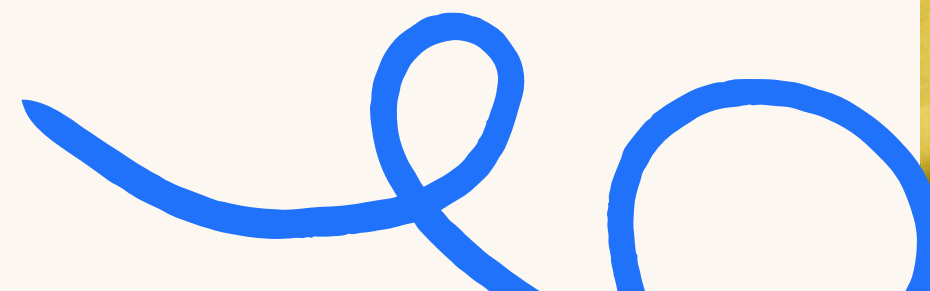
- Seeing is believing
- Who are you, and who do you help?
- Why are you passionate about what you do?
- What are you working on that makes a profound difference for you and others?
- What gifts and talents are you currently using?
- A leadership vision is a leader's values, purpose, and aspirations. It can include lessons from the past, current realities, and future ambitions. A leadership vision can help a leader create a path to achieve a company's desired outcomes.



MISSION

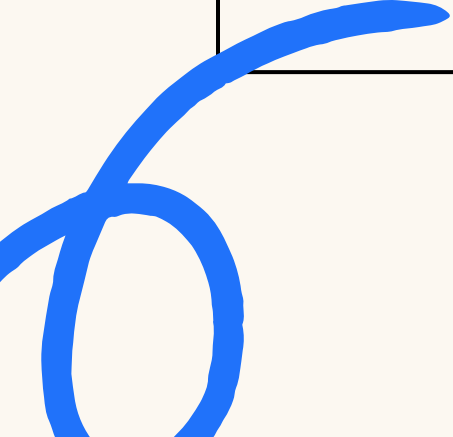
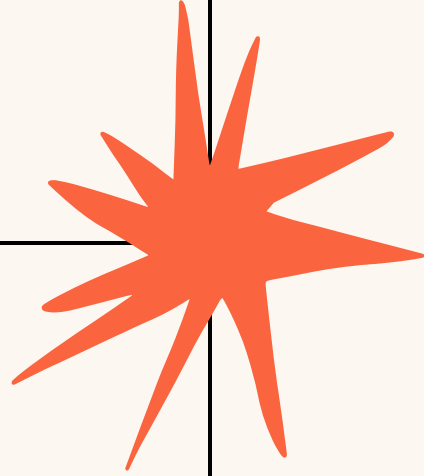
Be a person on a mission.

- Your mission is your reason for being, your core purpose as a leader.
- Assess where and what you and your company are doing today.
- Why are you doing it, and who are you doing it for?
- To craft your mission, you can use the following formula: To (action verb) (target audience) by (unique approach) for (desired outcome).
- How does it contribute to the greater good?





LONG-TERM GOALS	SHORT-TERM GOALS
Increase revenue	Hire your first employee
Build brand recognition	Create an employee appreciation program
Expand professional network	Increase community outreach





Goals

- Goals are specific
- Goals are backed by action
- Goals have a time frame

V/S



Aspirations

- Aspirations aren't specific
- Aspirations don't have an action plan
- Aspirations aren't time-bound

ABOUT THE TEAM/ COMPANY



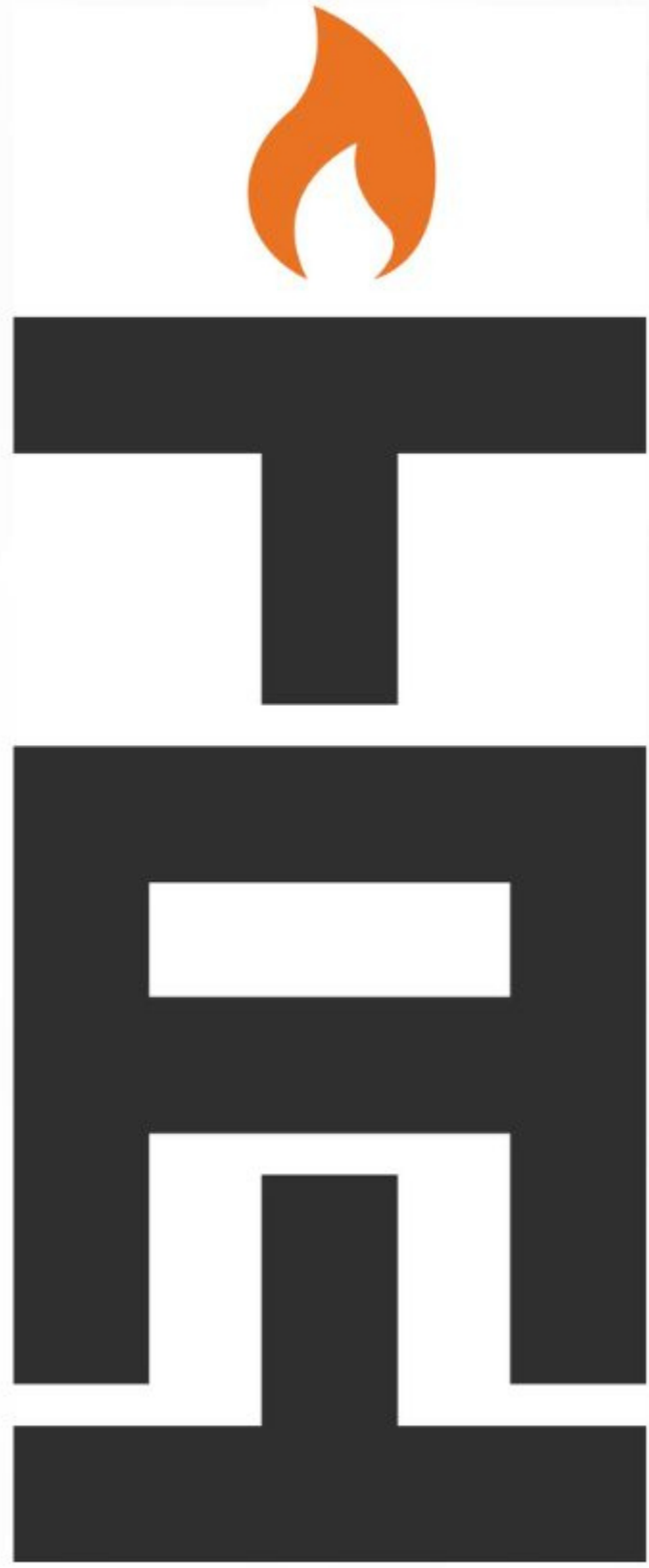
ENRICH AT RICHLAND COMMUNITY COLLEGE

Building bridges from the employer & the unemployed while also removing barriers.



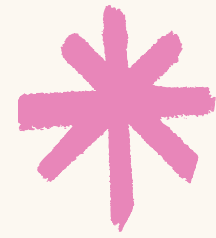
NEUHOFF MEDIA

Media Made Locally

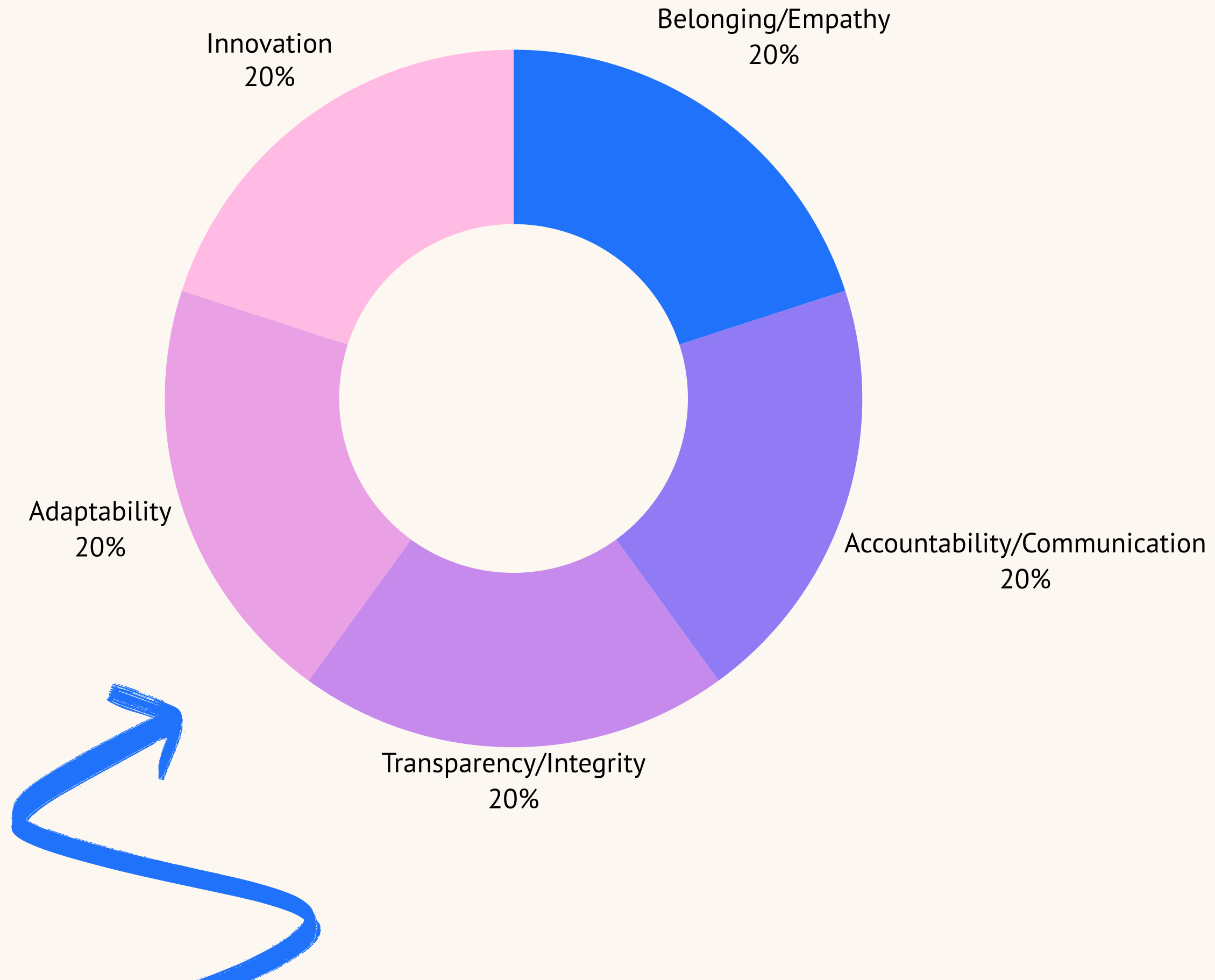


**TRIUMPHANT
ACHIEVEMENTS
TOGETHER**

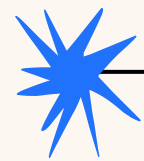
VALUES



- Integrity is always being honest and genuine. Having a strong sense of integrity can help team members trust and respect what a leader says and does
- Empathy is the ability to understand another person's perspective and feelings. Empathetic leaders can help others create remarkable work.
- Accountability means taking responsibility for actions and decisions, being willing to admit mistakes, and taking corrective action when necessary.
- Innovation is creating new ideas, products, services, or solutions with a significant positive impact and value.
- Adaptability is the ability to adjust to changing conditions, environments, or factors. It's a valuable skill in most workplaces



ROADMAP



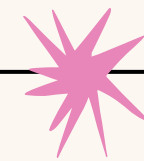
Identification

Identify your business and personal vision, mission/strategy, and goals.



Tell a story

The art of using stories to communicate and connect with employees, customers, suppliers, partners, and anyone else involved with your organization.




Set clear goals/outcomes

Plan: Plan how to create the desired impact.
Do: Measure performance against clear goals.
Assess: Make sense of the data you collect.
Review: Communicate the results and learn how to improve work.



Add the target month or year

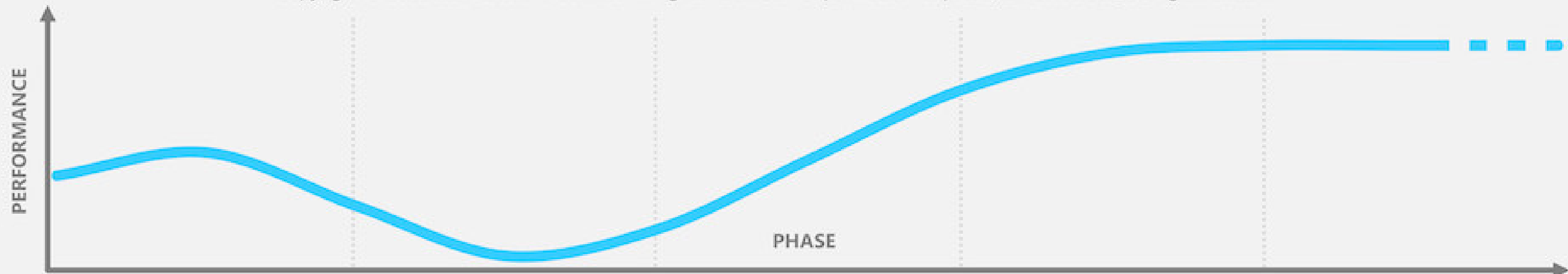
A target date is the date that is set or aimed for the beginning, completion, or fulfillment of an effort.



VISION	MISSION	VALUES
<p>A vision statement is a written declaration that outlines an organization's long-term and mid-term goals. It's a guide for the business, indicating a defined direction for growth and goals.</p>	<p>A mission statement briefly summarizes an organization's purpose and how it serves its customers. It should be concise, actionable, and written in accessible language that reflects the company's culture and voice.</p>	<p>A value statement is a set of ideals that explain a company's beliefs and operations. It can also serve as a guide for making critical internal decisions.</p>
GOALS	PRODUCTS	SERVICES
<p>A goal statement is a written description of long-term professional goals. It can include specific accomplishments, like earning an advanced degree, developing skills, or receiving a specific job title.</p>	<p>What problem does the product solve? Who the product serves. What's unique about the product? Why the product exists. How the product differs from competitors.</p>	<p>Factors include: Quality and reliability. Functionality and features. Pricing and value for money. Customer support and after-sales service. Reputation and trustworthiness.</p>

Phases of Team Development

Forming, Storming, Norming, Performing, and Adjourning — based on group development model by Bruce Tuckman
 All phases are necessary and inevitable for a team to grow, tackle problems, find solutions, plan work, and deliver results.
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	FORMING	STORMING	NORMING	PERFORMING	ADJOURNING
CHARACTERISTICS	<ul style="list-style-type: none"> • Displaying eagerness • Socializing • Generally polite tone • Sticking to safe topics • Unclear about how one fits in • Some anxiety & questioning 	<ul style="list-style-type: none"> • Some resistance • Lack of participation • Conflict based on differences of feelings & opinions • Competition • High emotions • Starting to move towards group norms 	<ul style="list-style-type: none"> • Purpose & goals are well-understood • More confident • Improved commitment • Members are engaged and supportive • Relief, lowered anxiety • Developing cohesion 	<ul style="list-style-type: none"> • High motivation, trust & empathy • Individuals defer to team needs • Effectively producing deliverables • Consistent performance • Demonstrations of interdependence & self-management 	<ul style="list-style-type: none"> • (Also referred to as the Transitioning or Mourning phase) • Shift to process orientation • Sadness • Recognition of team & individual efforts • Disbanding
STRATEGIES	<ul style="list-style-type: none"> • Taking the 'lead' • Being highly visible • Facilitating introductions • Providing the 'big picture' • Establishing clear expectations • Communicating success criteria • Ensuring response times are quick 	<ul style="list-style-type: none"> • Requesting & encouraging feedback • Identifying issues & facilitating their resolution • Normalizing matters • Building trust by honoring commitments 	<ul style="list-style-type: none"> • Recognizing individual & team efforts • Providing learning opportunities & feedback • Monitoring the 'energy' of the team 	<ul style="list-style-type: none"> • 'Guiding from the side' (minimal intervention) • Celebrating successes • Encouraging collective decision-making & problem-solving 	<ul style="list-style-type: none"> • Recognizing change • Providing an opportunity for summative team evaluations ('lessons learned') • Providing an opportunity for individual acknowledgments • Celebrating the team's accomplishments (an 'after-party')

CONTACT

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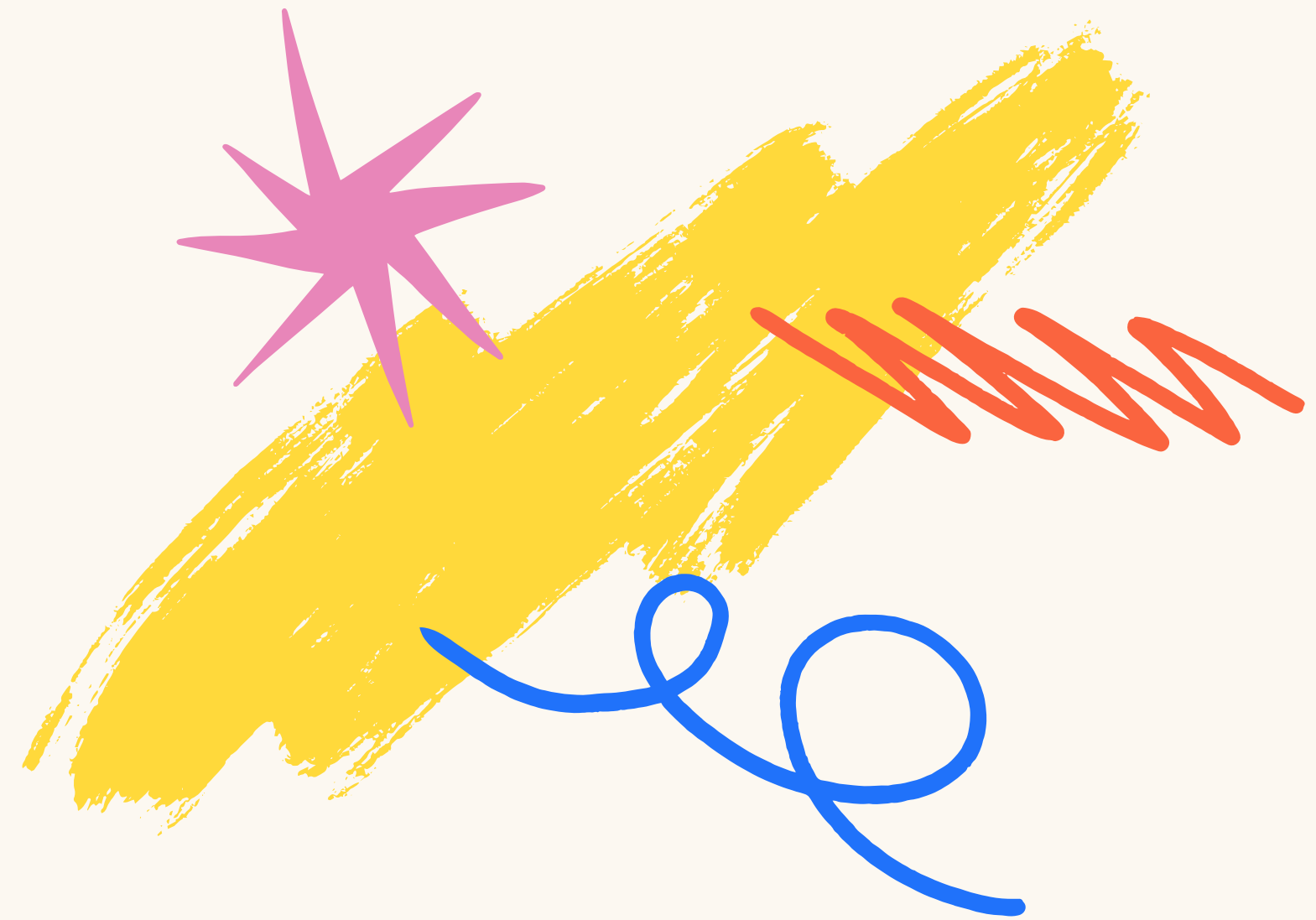
Social Media

[Facebook.com/officialtat](https://www.facebook.com/officialtat)

[Facebook.com/tatglobalent](https://www.facebook.com/tatglobalent)

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217-412-5375



RESOURCE

PAGE



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