



## CREATING TEAM VISION & MISSION

### **BECAUSE SUCCESSFUL TEAM NEEDS PURPOSE AND DIRECTION**

No secret or surprise that a strong team culture is the engine for success. Not only it helps employees feel better and enjoy the workplace more, but they also tend to develop better relationships with coworkers and be more productive.

In order to build a strong team culture, it is worth starting with its vision and mission - why we are and what we strive for, what matters to us and what values and attitudes we, as a team, follow. This might be best done involving the team from the very start. The cheatsheet provided in the next page can help you to get on track.

#### **How does it work?**

Use it in specially arranged workshop session or one of your meetings. Speak about the importance of common goals and how can they help achieve business success.

Each individual shall complete the blank. Allow people to be honest, relevant, creative and unique - all thoughts are valuable and important. After share ideas and discuss. Are they similar or very different?

Which ones inspire most? Are there any surprising ones?

Together decide, which ones describe your team best and, best on them, formulate your team vision and mission.

After that - make it visual and actionable! Let it inspire and guide you in the journey of success!

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## VISION

- In the future our guests will know us for
- In the future our colleagues/ partners will know us for
- Success for our team means
- Our team make a difference for the company because,
- When I think about near future (1-2 year), my dream for our team is

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## MISSION

- We matter because
- These values and believes best define our team:
- Our best performance looks like:
- Our main focus and goal is