

4.2 Vision & Value development

Description	<p>This workshop will provide the executive team with the necessary input and motivation to revisit the reason why they are actually running their business in the first place. The workshop will cover revisiting the WHY (vision) and the key values of the business through interactive exercises, creating mood boards, challenging discussions and at all times offering a realistic steer. The outputs of the workshop are very practical and will provide the leadership team with a new and reinvigorated anchor which will help to refresh business motivation and focus.</p>	<p>Target Audience</p> <ul style="list-style-type: none"> ▶ Management team
Contents	<ol style="list-style-type: none"> 1 Introduction, training objectives and context 2 Management and leadership - why vision and value development is all about leadership and less about management 3 What is vision and how do we develop a relevant, practical and inspiring one and why is it important? 4 Developing powerful vision statements 5 Core values - why every company should have them 6 Developing a vision and values mood board 7 Company value proposition, differentiators and BIG IDEA 8 The elevator pitch and stakeholder benefits 9 Action steps and close 	<p>Language</p> <ul style="list-style-type: none"> ▶ English ▶ Dutch ▶ French ▶ German ▶ Local language where needed <p>Duration</p> <ul style="list-style-type: none"> ▶ Core training – 1 day ▶ Comeback Day – 0.5 day (3 months after training)
Learning objectives	<p>The business will have a refreshed version anchor and the core values associated with the vision</p> <p>The business can use the vision and values created to generate a new level of energy within the business</p> <p>The leadership team can use this workshop as a powerful bonding exercise as the workshop takes them back to the reasons why they want the business to be successful</p> <p>The outputs of the workshop are very practical and can be used to inject new focus and energy in the various business areas</p> <p>The exercises will help to create tangible actions that need to be taken to reinvigorate the business and its vision and values</p>	<p>Participants (max)</p> <p>▶ </p>
Refresher	<p>To ensure that the skills learned become part of the Partner Sales Account Managers' behavior, we will organise a comeback half day which will take place circa three months after the core training. During this day, the focus will be on what has worked / not worked, best practice sharing, skill refresh and focused role plays to practice selected techniques.</p> <p>The time between the core training and the comeback day can be effectively used for coaching support by the line manager.</p>	<p>Cost</p> <ul style="list-style-type: none"> ▶ Training 1.5 days POA ▶ Development time: tbc