

Ch1 | *Vivid Vision*

M/V/V Communication Checklist

The mission, vision, and values (M/V/V) can be communicate in a number of way—for example:

- Posters/plaques/banners.
- Create T-shirts, hats, pens, key chains, screen savers, mouse pads and buttons with the M/V/V statements.
- Company newsletter/company blog.
- Speech / article from senior executives, managers, or customers.
- Circulate stories about how employees live the M/V/V
- Print M/V/V on the agenda and discuss at the opening of meetings.
- Make sure the M/V/V is included as part of all strategic/operational/tactical plans.
- Spend time talking about it at all-hands/Town Hall meetings.
- Use the M/V/V as themes for national meetings, sales meetings, and management meetings.
- Create formal and informal recognition programs to reward people who exemplify living the M/V/V.
- From time to time leave a message about the M/V/V to all employees on their voicemail or through e-mail.
- Create a committee that surveys employees and keeps the M/V/V fresh and relevant.
- Bring in customers once or twice a year to talk to employees about how the company's M/V/V have touched them and made their lives better.

Always remember that all of this is useless if you do not actually live the mission, vision, and values throughout the entire organization. The truth is, if you've created a noble mission, a compelling vision and a set of deeply held values, you should be excited to tell everyone about them. Communicating the vision should never feel like a chore; it should be motivating and inspiring to share your feelings and excitement about the future of the company. Plaques, speeches and banners are nice... passion is what gets people on board and makes things happen.