

# Diploma in Leadership and Management


## Lesson 3

How leaders have vision, values and purpose.



Winner will be announced at the end of lesson 5



 shawacademy

50+ Courses

Access to all Foundation and Advanced Level Courses



**ADVANCED DIPLOMA**  
IN LEADERSHIP AND MANAGEMENT



Lesson Three

## How leaders have vision, values and purpose



Leadership and Culture



Value Based Leadership



Creating a Vision and Purpose

What do we mean when we talk about culture?

## Leadership and company culture



“You can have all the right strategy in the world; if you don’t have the right culture, you’re dead.”

Patrick Whitesell

### Trust

Have you worked in a company that created and valued trust?

### Engagement

Have you ever really felt engaged in your work?

### Valued

Do you now, or have ever, felt valued?

### Purpose

Have you ever worked for a company that has had a real sense of purpose?

### Consciousness

Have any of you been conscious of business success and its wider impact on society?

### Alignment

Have you experienced work where everything has been aligned? Strategy, systems, structures.

What do we mean when we talk about culture?

## Wholefoods: Being a force for good. John Mackey CEO.



### Contributing to the greater good

Members connect their work directly to positive impacts on their local and global communities.

### Clear sense of purpose

Sell the highest-quality organic food and improve people's well-being.

### Whole foods, whole people, whole planet

Their mission is deeply rooted in the company culture.

### Empowers his 62,000 employees

No need for interference.

What do we mean when we talk about culture?

## Why culture matters?

### Culture exerts influence

- Corporate culture influences employee's leadership styles more than any other aspect of their job.

### It's hard to pin down

- Culture get blamed when mergers fail.
- It's tough to measure.
- **Is this true?**

### Culture has potency

- Successful mergers either have similar leadership styles, or, the culture tolerated different ones.

### Can't be written down

- You can have a vision, purpose, and mission statement, but do you live it ?

### Cultural change is hard

- Changing the CEO is tough
- Changing the masses of employees towards a new vision is a huge challenge.

### Must be worked every day

- Culture is all about we.
- Culture is our behavior.
- People do what people see.

What do we mean when we talk about culture?

## So what is culture?



Culture is the company's personality?

It's the collective behaviors of you people

It's who you are?

If you don't like your culture – only you can change it !

Your great Subtitle in this line

# How do you create a winning culture?



## Vision, purpose & values

- Create a vision that has purpose.
- Ensure your values are communicated.
- This creates the platform for buy-in.

## Accountable

- Hold each other accountable.
- Build culture of continuous improvement.
- Focus on the results – not the blame game.

## Trust

- Set consistent priorities and goals.
- Be transparent in your communications.
- Recognize the right behaviours.

## Attract talent

- Attract talent that strategically aligns with the company values.
- Get the right fit

## Encourage

- Innovative thinking
- Create time for critical thinking
- Collaboration

## Take Action

- Address wrong behaviors, like gossip.
- Close performance gaps.
- Grow and develop your people.



A hand is shown on the left side, holding a white triangular piece of paper. The background is split diagonally. The upper-left portion shows a dark, stormy sea with lightning bolts. The lower-right portion shows a calm, blue sea meeting a sandy beach under a clear sky. The quote is centered over the white paper.

**“Anyone can hold the helm when the sea is calm.”**

**Publilius Syrus**

# What is value based leadership?

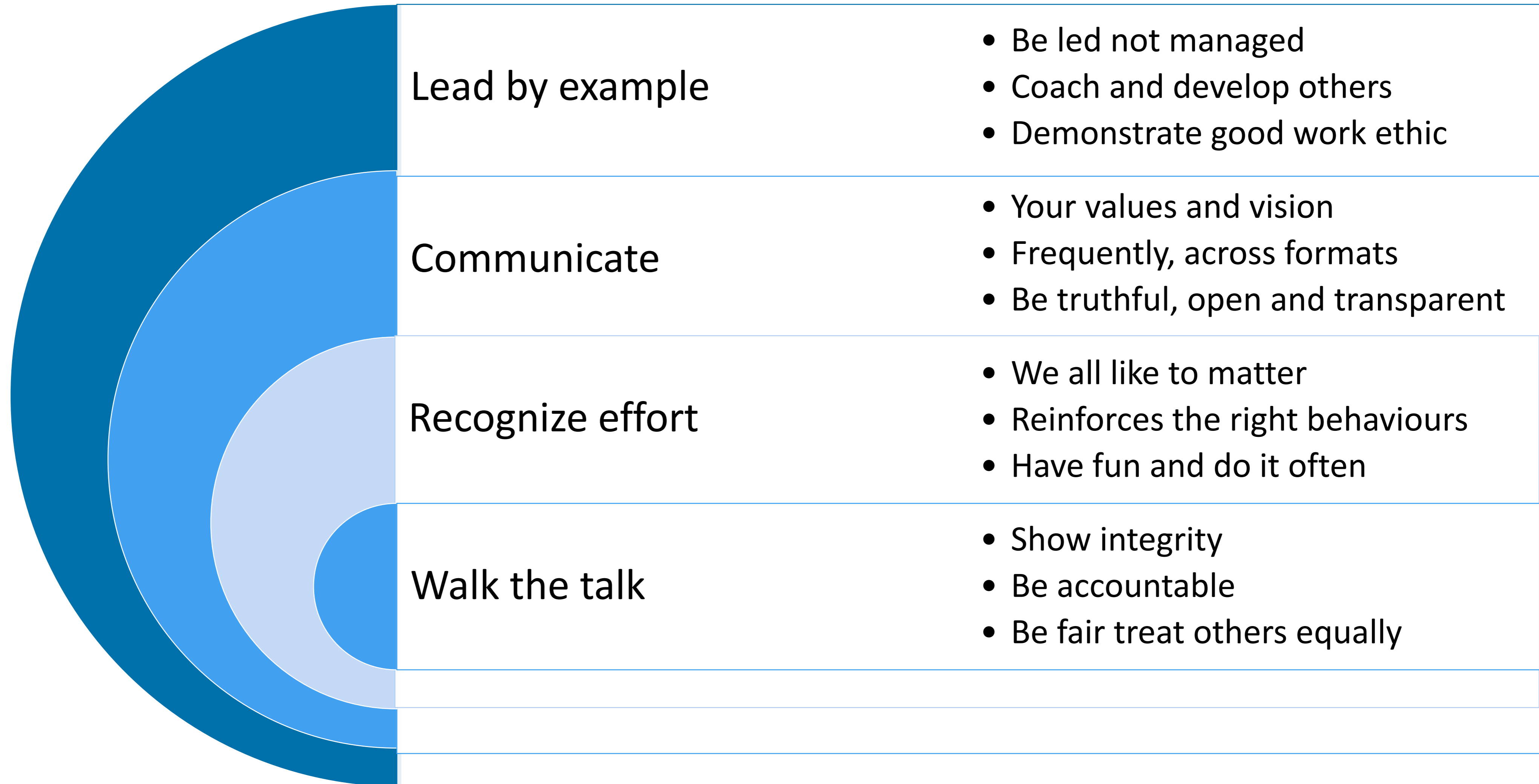
- ✓ Leaders allow time for **self-reflection** to
  - Identify what matters most to you.
  - Find out what you stand for?
  - Discover what your values are.
  
- ✓ Leaders are **open-minded**
  - See things from different perspectives.
  - Ask for different viewpoints.
  - Considers all sides and opinions
  
- ✓ Leaders have **confidence**
  - Acceptance of who you are.
  - Recognize your strengths and weaknesses.
  - Seek improvement in everything
  
- ✓ Leaders are **humble**
  - Never forget who you are.
  - Value each person you work with.
  - Treat everyone with respect.

“

Values-based leadership is based on the notion that personal and organizational values are aligned. A company's mission, vision, strategy, performance measures, incentive programs, procedures, and values are all a representation of the leader's ethics and values.

”

# How do you practice value based leadership?



## Examples of why culture and values improve performance

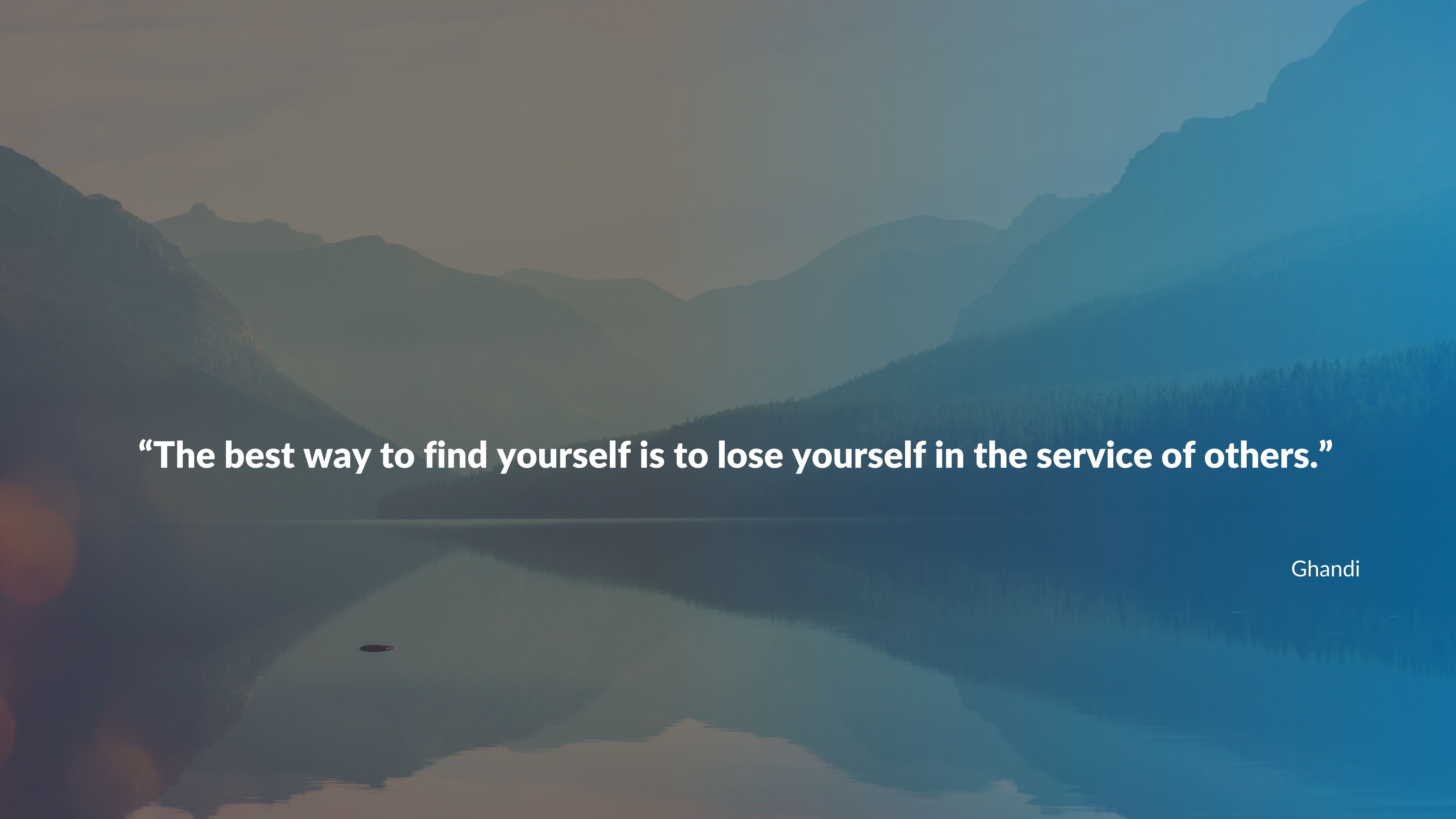
### Values

1. Encourage whistleblowers to come forward
2. Be socially responsible people, planet, profit
3. Shared company values
4. Ethical sourcing
5. Making a real difference
6. Strong value base

### Impact

- Enhanced reputation and trust
- Consumers are demanding you act responsibly
- Key driver of employee engagement
- Great opportunity for firms to win market share
- Driving positive change
- Longevity and growth

As Sainsbury's put it, "our values make us different!"

A serene landscape featuring a calm lake in the foreground, reflecting the surrounding mountains and sky. The mountains are layered, creating a sense of depth. The entire scene is overlaid with a blue gradient that transitions from a lighter blue at the top to a darker blue at the bottom. A small, dark object is visible on the water's surface in the lower-left quadrant.

**“The best way to find yourself is to lose yourself in the service of others.”**

Ghandi

Value Based Leadership

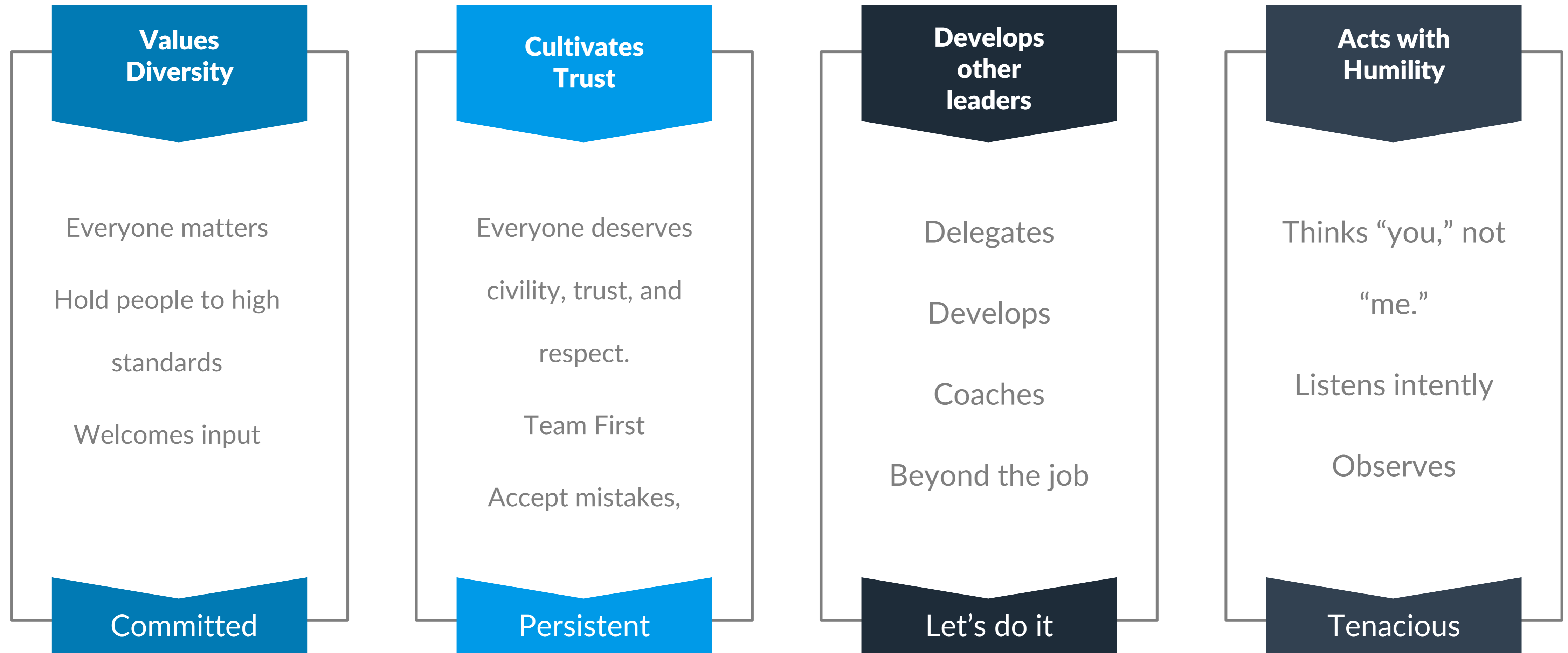
## Servant Leadership

- ✓ A servant leader leads by serving others
- ✓ They place the interests and needs of others ahead of their own interests and needs.
- ✓ Servant leaders place others before self.
- ✓ They are servants first and leaders second



*In fact, they make such great leaders because they simply know how to serve.*

# Servant Leadership



Remember that servant leadership is about focusing on other people's needs – not their feelings.

## Flexible leadership

- ✓ Control – provide specific instructions and closely supervise specific situations.
- ✓ Teach – the desire is to share information or knowledge.
- ✓ Guide – ideal for when there is some disagreement about the ultimate target or intent of the action.
- ✓ Collaborate – when there is agreement about the desired outcome and when the leader’s experience and knowledge base is relatively strong.
- ✓ Reinforce – most beneficial when the team needs positive reinforcement for their success.



In order to apply a flexible leadership style, you must first understand the way each of your team members works best.



# What's important: mission, vision, values or purpose?

## Mission

A Mission Statement defines the company's business, its objectives and its approach to reach those objectives.

## Values

Values are the organization's essential and enduring tenets.



## Vision

A Vision Statement describes the **desired future** position of the company.

## Purpose

Expresses the organization's impact on the lives of customers.

**Which do you think is the most important?**

# Why Mission, Vision and Values are important to leadership?



1

The mission statement articulates who we are and what we value.

2

The vision statement explains to all what we want to become.

3

The combined mission and vision communicates “purpose” to all.

4

Leaders take these three and then communicate the strategy: how we will achieve this vision, what impact are we going to have on the lives of our customers.

## Why do mission, visions and values at Starbucks?

### Mission

To inspire and nurture the human spirit – one person, one cup and one neighbourhood at a time.

### Values

With our partners, our coffee and our customers at our core, we live these values:

### Vision

“To establish Starbucks as the premier purveyor of the finest coffee in the world while maintaining our uncompromising principles while we grow.”

- Creating a culture of warmth and belonging, where everyone is welcome.
- Acting with courage, challenging the status quo and finding new ways to grow our company and each other.
- Being present, connecting with transparency, dignity and respect.
- Delivering our very best in all we do, holding ourselves accountable for results.
- We are performance driven, through the lens of humanity.



# Mission, visions and values at Coca Cola.

## Mission

We're driven by three principles which are a standard for our actions and decisions:

- To refresh the world in mind, body and spirit
- To inspire moments of optimism and happiness through our brands and actions
- To create value and make a difference.

## Vision

We've come up with a set of goals that outline what we need to do to achieve our mission:

- People: Be a great place to work where people are inspired to be the best they can be
- Portfolio: Bring to the world a portfolio of quality beverage brands that anticipate and satisfy people's desires and needs.
- Partners: Nurture a winning network of customers and suppliers, together we create mutual, enduring value.
- Planet: Be a responsible citizen that makes a difference by helping build and support sustainable communities.
- Profit: Maximize long-term return to shareowners while being mindful of our overall responsibilities.
- Productivity: Be a highly effective, lean and fast-moving organization.

## Values

Our values serve as a compass for our actions and describe how we behave in the world.

- Leadership
- Collaboration
- Integrity
- Accountability
- Passion
- Diversity
- Quality



## Leadership and Culture

## Value Based Leadership

## Creating a Vision and Purpose

## Leadership and Strategic Alignment

- Congratulations, you have now learn how leaders have vision, values and purpose.
- Attend all of the lessons live to ask Questions in real time and benefit the most
- We're here to help, so contact us anytime!



# Lesson 3 Summary



## Your Next Lesson

### Lesson 4

- The next session is “Learn how to motivate and inspire others”.
- We look at:
  - Motivating and Inspiring Others
  - Building Relationships and Trust
  - Encourage growth and develop your teams
  - Getting to know your employees.
- Attend all of the lessons LIVE and your knowledge will grow
- Shaw Academy 12 Month Membership Prize during Lesson 6
- Get your Tool Kit for completing each lesson

# QUESTION TIME

See you back for our next lesson on how to motivate and inspire others.



[www.facebook.com/shawacademy](https://www.facebook.com/shawacademy)



[@shawacademy](https://twitter.com/shawacademy)