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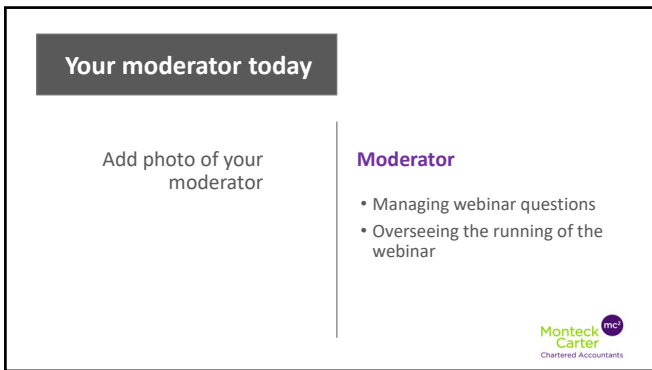
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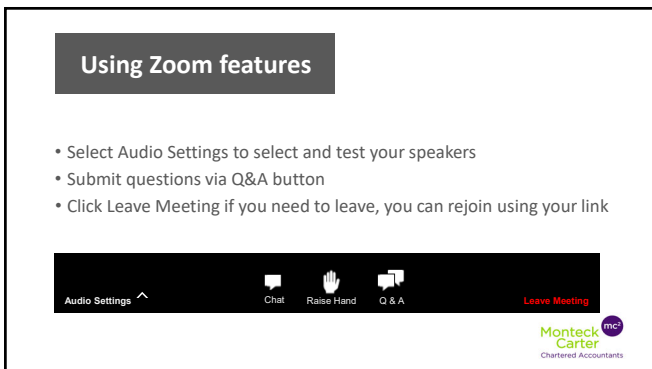
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## Today's panellist

**Michael Tobeck**  
Michael@mc2ca.co.nz  
022 560 6986



Disclaimer:  
The information in this webinar is intended for educational purposes and is of a general nature only. It does not constitute legal or professional advice specific to your particular circumstances. We don't make any warranty, express or implied, and don't accept legal liability or responsibility for the accuracy, completeness, or usefulness of any information presented. We recommend contacting us or other suitable professionals for advice specific to your circumstances.

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Carter**  
Chartered Accountants

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## Thought of the day

***"Culture eats strategy for breakfast."***

- Peter Drucker

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## Agenda

1. The cornerstones of culture.
2. Your Vision.
3. Your Purpose.
4. The importance of Core Values.
5. Bringing your culture to life.
6. Your next steps.
7. Q & A.

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### The cornerstones of culture

- Vision
- Purpose
- Values

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# Vision

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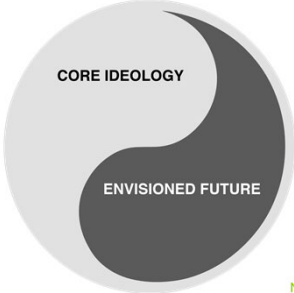
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### Your Vision



CORE IDEOLOGY

ENVISIONED FUTURE

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## Your Vision Statement

- Present tense
- A powerful phrase
- Describe the best outcome
- Use unambiguous language
- Evoke emotion
- Build the same picture in people's minds

Content derived from: [www.changefactory.com.au](http://www.changefactory.com.au)




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## Examples of vision statements



Create the most compelling car company of the 21<sup>st</sup> century by driving the world's transition to electric vehicles.



Bring inspiration and innovation to every athlete\* in the world. (\*If you have a body, you are an athlete.)



Create economic opportunity for every member of the global workforce.



Be an **empowered team**, enabling our clients to achieve their goals




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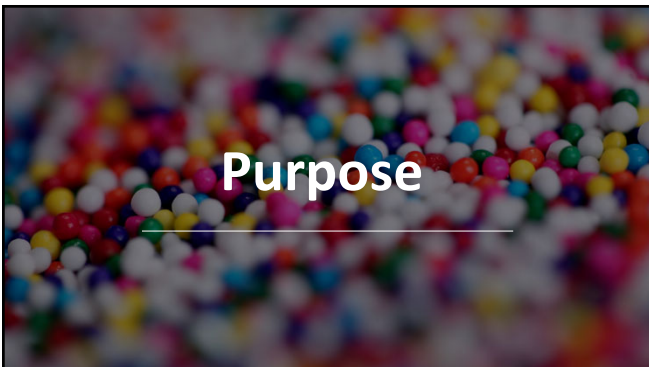
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## Purpose




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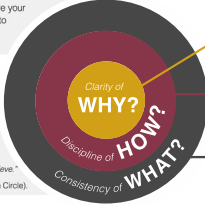
## The Golden Circle

"People don't buy what you do, they buy why you do it."  
- Simon Sinek

Understanding your 'why' before your 'how' and your 'what' is crucial to attract the right fit customers who will become advocates.

Act, think and communicate from the inside out.

"The goal is not to do business with everybody who needs what you have. The goal is to do business with people who believe what you believe."  
- Simon Sinek (creator of The Golden Circle).



*Purpose:* Why do you do what you do?

- In 7 words or less why does your business exist for your customers?  
[ Motivation, Dreams, Goals ]

*Process:* How do you do what you do?

- What makes you different to your competitors?  
[ USP : Unique Selling Point ]

*Results:* What do you do?

[ Products, Services, Proof ]

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## Five Characteristics of a great purpose

1. Inspiring to your team.
2. Something that will still be valid in 100 years.
3. Help you think about what you *could* be doing, but aren't.
4. Help you decide what *not* to do.
5. Truly authentic to the business.



Source: Jim Collins

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## Examples of Purpose Statements



TESLA

To accelerate the world's transition to sustainable energy

NETFLIX

To entertain the world

ZOOM

To make video communications frictionless and secure

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### The Importance of Core Values

- Decision-making filters
- Engage your team
- Ideal for conflict resolution
- The heart of your business identity

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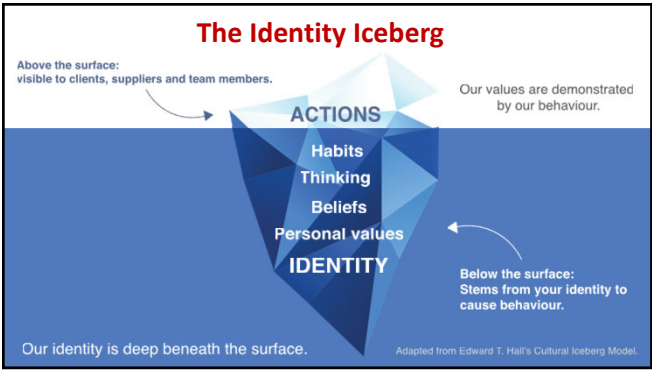
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### Deriving your Core Values

- Allocate uninterrupted time
- Use an experienced facilitator
- Undertake extensive brainstorming
- Develop no more than five Core Values (1-3 words each)
- Define each Core Value (10 words or less)
- Ensure they're relevant to owners, team and clients
- Avoid 'hygiene values'




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### Our Values



We are Committed



We are Professional



We have Fun

We do what we say we will... Full Stop

We will maintain the highest ethical standards, provide expert advice, and deliver outstanding service ensuring that all tasks are completed to the best of our abilities

We take time to celebrate achievements, laugh, and respectfully make fun of each other




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## Bringing your Culture to Life

- Create a Culture Card
- Share it with your team
- Commit to memory
- Promote on website and in marketing
- Promote visually in your workplace
- Share examples of them in action
- Review annually

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## Your next steps

- Put a line in the sand to improve your business culture from today
- Commit to reviewing or creating your Vision, Purpose, and Core Values
- Take your team and customers on the journey
- Focus on what you CAN do
- Get help from us



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## How we can help you

1. Business Plan - \$2,500+GST
2. Core Values Development - \$2,000+GST
3. The Golden Circle Worksheet - FREE
4. Complimentary Meeting - FREE

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**Questions?**

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**Parting Thought**

*“Leadership is the capacity to translate vision into reality.”*

- Warren Bennis



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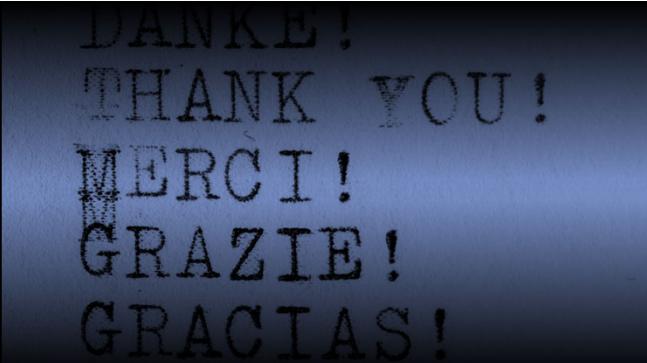
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DANKE!  
THANK YOU!  
MERCI!  
GRAZIE!  
GRACIAS!



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