

# Developing Positive Practice Culture

## *Vision, Mission & Values*

---



# Vision, Mission & Values Workshop



## VM&V Workshop: Culture.

---

### **CULTURE: What do you think culture is?**

- Culture is the ideas, customs and social behavior of a particular people or society
- Organizational culture is a set of shared assumptions that guide what happens in organizations by defining appropriate behavior for various situations
- Culture represents the “unwritten rules” for how things really work in the organization: it is manifestation of the shared values, beliefs and hidden assumptions that shape how work gets done and how people respond to one another and to marketplace developments



## VM&V Workshop: Culture.

---

- **Q. What does a bad culture look like?**
  - It feels like people don't want to be there
  - Everyone is busy – and the admin comes first
  - People are grumpy
  - Work is a chore
  - There is no sense of team
- **Q. What does a good culture look like?**
  - It feels like a nice place to be
  - Everyone is busy – and the client still comes first.
  - People are happy.
  - Work is fun.
  - Teamwork just happens.



## VM&V Workshop: Culture.

---

### Q. Why is the right culture critical?

Culture ensures that when we need to make decisions– they make the right choice when they are deciding between:

- **Patient vs. administration.**
- **Quality vs. price.**
- **Courtesy vs. rudeness.**
- **Help vs. hinder.**



## VM&V Workshop: Culture.

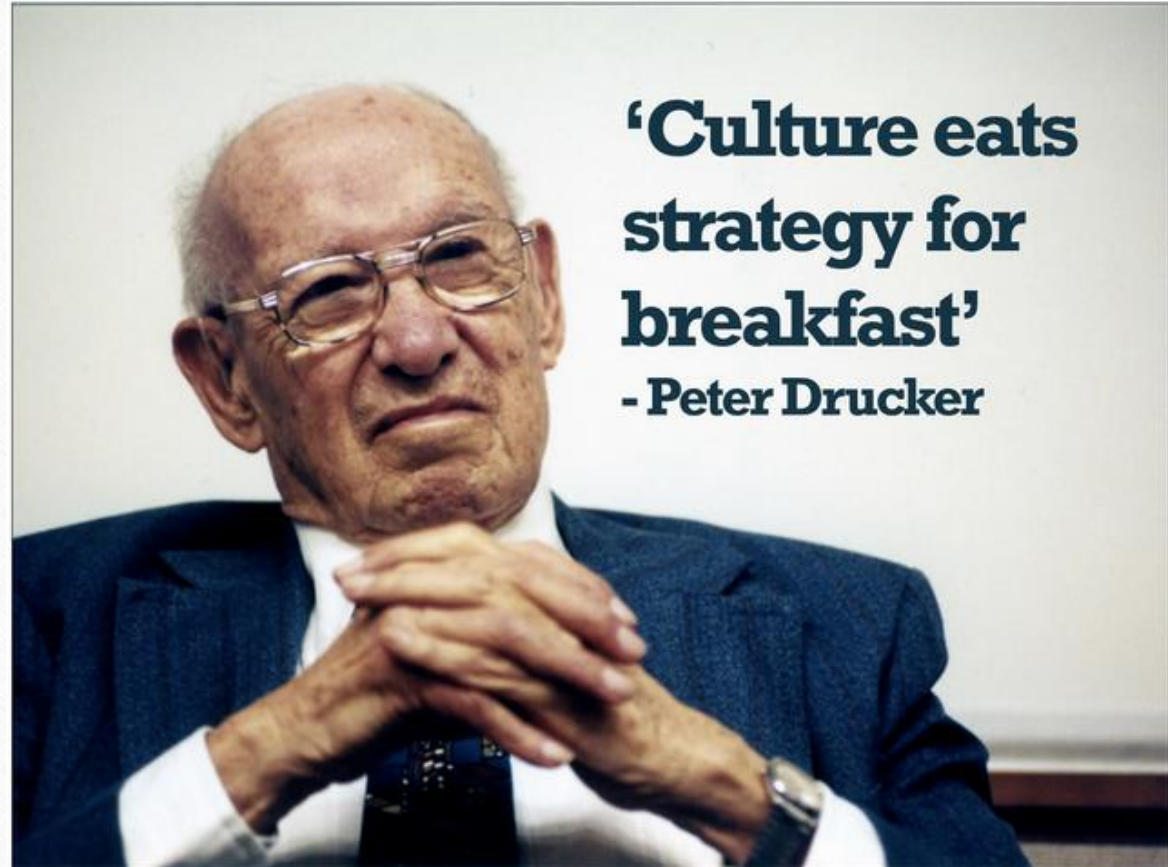
---

Q. Why is the right culture critical?

Because people

(staff AND customers)

engage with the culture  
of business – not the  
strategy



## VM&V Workshop: Culture.

---

### Q. Why is the right culture critical?

- “A dysfunctional culture can drive your best talent away; an exciting, supportive, and empowering one can attract and retain them.”
  - Sean Culey
- Culture ensures that the right things will still happen in your practice even when you're not there.





## VM&V Workshop: Vision.

Why is developing a clear and simple vision important for your business and the creation of positive culture ?

- Because good staff will always want to know what they are there to achieve.
- Because people want to have meaning and a sense of purpose in their day to day work





## VM&V Workshop: Vision.

---

A clear vision should be:

- Aspirational (but achievable)
- Short (easy to remember)
- Simple (easy to understand)
- Meaningful (stand for something positive).



## VM&V Workshop: Vision.

Develop clear vision for your Practice

- Think about what your practice does and what, in an ideal world, you would like it to do and how you would like to appear to the outside world.
- Consider the services and attributes that your practice provides, then imagine how it would be if you provided the very best version of them possible.
- List those visions, and incorporate them into a brief statement that gives a good overview of the kind of image you want to represent.



## VM&V Workshop: Vision.

Be sure to consider :

- Geography
- Speciality
- Atmosphere
- Quality
- Fashion
- Innovation
- Family
- Community



## VM&V Workshop: Vision.

My Practice VISION is

---

---

---

---

---

---

## VM&V Workshop: Mission.

---

### MISSION:

Does your mission tell how you intend to deliver your vision? (e.g. Provide high quality, innovative eye care solutions.)

- Q. Why do people come here?
- Q. Who is our customer?
- Q. What is our point of difference?
- How we achieve that is all about the Vision and Mission.
- How we act and work as a team is all about the Values.



VM&V Workshop: Mission.

---

Our MISSION is

-----

-----

-----

-----

-----

-----



# VM&V Workshop: Core Values.

---

## Why Have Values?

- They differentiate you.
- They communicate what's important.
- They influence overall behavior.
- They inspire people to act.
- They shape the company culture
- They contribute to the company's overall success



## VM&V Workshop: Core Values.

---

### Examples of Core Values:

- Customer Focus.
- Teamwork.
- Personal & Professional Growth.
- Communication.
- Continuous Improvement.





## VM&V Workshop: Core Values.

---

### **ACTION:**

Make an appointment with your Business Coach to run a Team Values Workshop for you to define and embed the CORE VALUES in your business

