



Mission, Vision, Values Transformation

MVV Program Overview

Business Building Blocks

Strategy, structure, process, and people are the building blocks of a successful business. Companies that meticulously define and understand these elements enjoy greater alignment, operational efficiency, and a clear vision of the necessary skills across their teams. Often, it's through the articulation of these foundational aspects that organizations uncover their mission, vision, and values (MVV). At Lever Talent, we guide executive teams to recognize the importance of establishing MVV upfront. This approach ensures the remaining elements naturally align, diminishing the need for command and control and setting the stage for seamless business operations and growth.

Success Starts at the Top

Focus on achieving your MVV, and the rest will follow.



Increase the Velocity of Good Decision-making.

Accelerate the velocity of good decisions and you'll accelerate growth. Your company's mission, vision, and values are tools to help you disseminate good decision making at scale.

What are Mission, Vision, and Values?

Defined, well-aligned, and effectively communicated mission, vision, and values give team members at every level a strategic blueprint for decision-making in the company's best interests. Your mission articulates the impact your company aspires to have on the world, while the vision outlines the company's goals and achievements for the coming years. Your values establish the minimum required behaviors expected of all employees, regardless of their position, and serve as the bedrock of an accountability-driven culture.

MISSION

Why we do it.

Never time-bound.
Never complete.
It's your company's reason for being.

VISION

What we're doing. Big enough to commit a decade of work. It's what you'll become.

VALUES

How we do it.

Minimum required behaviors to needed to realize your vision.



One of the most important things that Lever Talent did was help us survey the folks at Skedda, and listen to them about what they love the most about our culture, and what they wanted to maintain as we grew.

JENNY MOEBIUS
SVP of Marketing, Skedda



Values Maximize Leverage

Your values are the minimum required behaviors to function at your company. We'll collect input from your senior team and across your workforce to identify values that resonate and spur the right change to achieve your vision.

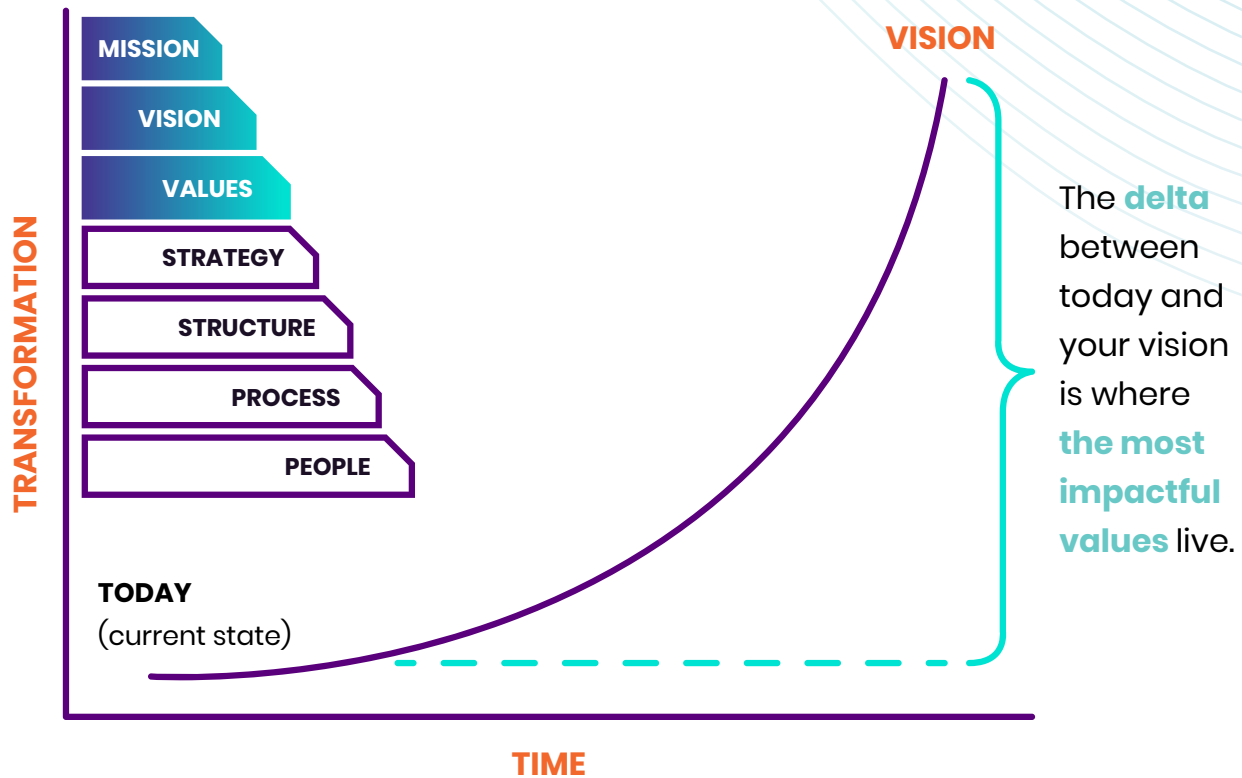
Values Are Minimum Required Behaviors

Take great care in selecting the the 3-5 values that are best aligned with the needed behavioral adaptation to accomplish your company's vision.

- Achievement
- Caring
- Competence
- Creativity
- Dependability
- Effectiveness
- Family
- Freedom
- Productivity
- Fun
- Transparent
- Security
- Wisdom
- Quality
- Wealth
- Community
- Equality
- Relaxed
- Welcoming
- Moderation
- Dedication
- Choice
- Social Justice
- Peace
- Harmony
- Power
- Teamwork
- Autonomous
- Connected
- Opportunistic
- Trust
- Growth
- Simplicity
- Respect
- Innovation
- Integrity
- Rewarding
- Fast-paced
- Casual
- Communication
- Courage
- Decisiveness
- Ambition
- Hope
- Loyalty
- Trend setting
- Progressive
- Collaborative
- Risk-taking
- Empathy
- Health
- Patience
- Service
- Diversity
- Happiness
- Curious

Values Are Everything

A company's culture hinges on the behaviors it rewards and celebrates. While values such as trust, integrity, and fun are critical to being a human at work, the real challenge lies in identifying which values will drive the behavioral adaption needed to fulfill the company's vision. At Lever Talent, we guide executive teams through this complex process of comparing their company's current state with what they aspire to become. We meticulously examine the disparities to highlight the core values essential for the company to realize its vision.



“

When you don't have mission, vision, and value, you don't have that sense of belonging. And when you're centered on the values, you have a chance to identify who you are.

MARLO GAAL

Chief People & Diversity Officer, Oncourse Home Solutions

”

It All Starts with **Camping.**

Every MVV engagement kicks off with an executive team discovery session called MVV Camp, which allows them to calibrate on the current state of the company, envision what's possible, and create a compelling and vivid picture of the future.

What is **CAMP?**

Your team will participate in a professionally facilitated half or full-day strategy session that lays the groundwork for the MVV definition and developing a cultural manifesto to bring it to life following the four-part agenda below.

MVV Camp Session Agenda



MVV Program Default Rollout

Align your mission, vision, and values to increase accountability, empower good decision making, and accelerate growth. We'll collaborate with you to create a phased plan that looks something like this:

STAKEHOLDER FOCUS GROUPS AND MVV ASSET PLANNING

Deliverables:

- MVV manifesto copy final
- MVV manifesto design draft
- MVV asset approval

MVV CAMPAIGN ROLLOUT, TO INCLUDE LEADERSHIP TRAINING

Deliverables:

- Activation plan kickoff
- Values-driven leader training
- Rewards and celebration program



ELT CAMP WORKSHOP + ON-SITE INTERVIEWS

Deliverables:

- Team Strategy Session
- Culture assessment
- MVV manifesto copy draft

EMPLOYEE SENTIMENT AND ACTIVATION PLANNING

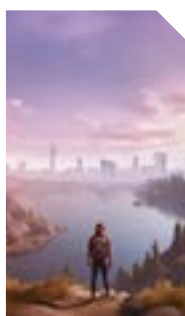
Deliverables:

- Sentiment report
- MVV manifesto design final
- MVV activation plan
- Activation asset creation



Start Your MVV Transformation

Align your Mission, Vision, and Values to have impact like never before with Lever Talent, Inc - the talent strategy agency. We help businesses deploy technology-enabled talent strategies that empower leaders to find leverage in themselves and their teams to spur growth in any market.



\$8.6B

Current Clients' Annual Revenue



300+

Clients Served



75

NPS

Hire Lever Talent to help with:

- Mission, Vision, Values Transformation
- Hiring Process & Strategy
- Employee Engagement Campaigns
- Management Training
- Leadership Coaching
- HR Tech Stack Advisory, Sales & Service



Drew Fortin

Founder & CEO
Lever Talent, Inc.



Meg Patel, Ed.D.

Head of Professional Services
Lever Talent, Inc.

**Let's chat.
Book a call.**

