

My Professional Mission, Vision and Values

Tom Peters refers to a person's professional worth in the market place as "The Brand You" which can be proactively defined and marketed. William Bridges encourages people to think like the CEO of your own career in, "Creating You & Company." Both authors suggest that an inventory of your strengths is a valuable starting point in career development.

As pre-work for the preconference, we want you to take such an inventory in the form of your professional mission, vision and values. During this exercise try to capture the unique set of resources that you bring to the workplace.

We ask you to bring this completed work with you to the preconference as it will be part of the first module on Thursday. We think you will find this exercise empowering and useful beyond our purposes.

When developing your mission, vision and values, there's no set format. We recommend being concise and using easy to understand language. We want you to explore your deeper purposes not your loftiest prose. However, follow your muse and be as creative as you like. Just remember, this exercise is from the perspective of your current professional life.

The following definitions may be helpful:

- Mission statement: a paragraph that captures the essence of what you are about - your core business
- Vision statement: a paragraph that captures an enticing picture of where you would like to be professionally in five years.
- Set of Values: The current guidelines for your professional behavior – we suggest no more than five value statements.

One of the Business Stages facilitators, Paul Menzel, did this exercise in preparation for the preconference. We include it as an example in order to give you the confidence to try your own.

PM's Mission, Vision and Values

Mission Statement

I offer client organizations a unique and effective approach to meeting design and facilitation. My early career as a professional performer gives me the creative tools to encourage innovative approaches to organizational challenges. My middle career as a business owner provides me with practical experience engaging people in a common purpose. My current career as a facilitative consultant has allowed me to gather the best practices from a wide variety of businesses so I can help clients find a clear path to success. As a result of my diverse work experience, I design and facilitate meetings that are innovative, informed and engaging while meeting client-centered goals.

Vision Statement

In five years, I will be acknowledged nationally as an authority on meeting design and facilitation that encourages innovation. I will have published articles about how to use creativity to reenergize your personal and professional life. And Business Stages will be sought out by organizations to teach leadership teams how to encourage company wide risk-taking and innovation.

My Values

In my dealings with organizations, I will not accept assignments that are unethical, deceptive, unsupported by top management or disrespectful of basic human needs.

In my dealings with leadership, I will be direct about what I observe, clear about my values, and honest about the benefits I can provide their organization.

In my dealings with individuals, I will encourage their voices, respect their diversity, celebrate their creativity, and honor their experience and wisdom.

And now it's your turn....