



Vision & Values

26 August 2003
Orchard Hotel Singapore

PR Statement or Strategic Tool?

A one-day engaging workshop that guides you through the three stages of implementing vision, mission and values.

Workshop Leader

Robin A. Speculand

A specialist in the implementation of strategies in organisations and author of "Turning It On - a surefire collection of business stories to ignite, excite and engage"

FREE
to All
Attendees!



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Dear Executive

Okay, so you've got your vision, now what are you going to do with it?

If you are like most companies, then it is not very much. In the last few years of management, crafting a vision has gone from a business necessity to a business turn-off. This is because after crafting the vision, it is simply hung on the boardroom wall or the company entrance and little is done to impact the business. Companies have not been getting the returns they deserve for their initial efforts and managers are becoming disillusioned with the word 'vision' as they are not seeing the financial and non-financial benefits.

But think back to why you started the process of creating a vision. Probably, like many companies, it was intended to guide the strategy, create a competitive advantage and inspire the staff to new levels of performance.

Time, resources (including financial) and energy were allocated to the development and more often than not, the whole management team was involved. However, for some strange reason, on completing the creation of the vision, many organisations sit back and consider the job completed.

In reality, they have only just started and have only completed less than one third of the job.

The Vision and Values workshop shows that where most vision implementations finish is where they should start.

The workshop focuses on what an organisation must do after crafting the vision. It also addresses the adoption of mission and values. After the management team has invested its time, resources and energy, what can it do to fully leverage its investment and create a competitive advantage?

The drafting and crafting of the vision, mission and values is the first component. The second component is the communication and education of the whole organisation. The final component is the action and tracking into the business.

The vision is successfully integrated into the business when it becomes the foundation for building the business. It directs the business (the vision) and the way in which you do it (the mission and values.)

"It is not what the vision is but what it does that matters." Peter Senge

The workshop is divided into three parts:

1. Craft and Draft
 2. Communicate and Educate
 3. Act and Track
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Workshop Agenda

Craft and Draft

The first part of the workshop focuses on establishing a common language and terminology and how the vision, mission and values are crafted. There is still confusion around the difference between vision and mission. The process of developing vision, mission and values is briefly addressed to establish the difference between creating a PR statement and creating a strategic tool.

Communicate and Educate

After crafting and drafting the vision, mission and values, the next part is communicate what they mean to the rest of the organisation. It is also important to educate the organisation on how they should be integrated into the business.

Communication is not about simply sending an email to everyone or presenting a PowerPoint presentation at the next town hall meeting. Communication involves building a passion around the vision, mission and values with the same attention and energy sales would use to launch a new product. The workshop will discuss how to launch a vision. It will also address how education is more than just training and look at how to build understanding among your people.

Act and Track

The workshop will address how to transfer the passion and understanding to action. It will discuss the different ways in which an organisation can start to change by taking the right action to make the vision a reality and how the actions will be in alignment with the mission and values.

The final part of the workshop will look at the importance of tracking the impact and reviewing the progress of implementation of the vision, mission and values. A design on how to conduct vision reviews will be shared.

About Robin A. Speculand



Robin Speculand is CEO of Bridges Business Consultancy International, specialising in 'making your strategy work for you' by

effectively implementing strategies and initiatives in organisations. Robin has lived and worked in Asia since 1989 and was previously the Regional Vice-President for Service and Quality at Citibank. He is President of the Business Roundtable for Innovative Management, a Singapore-based management think tank. He is a masterful event facilitator, an engaging public speaker and author of 'Turning It On - Sure-Fire Business Stories to Ignite, Excite and Entertain'.

For more information on Robin, please click onto <http://www.bridgesconsultancy.com>.

Hear What Others have Said About Robin's Workshops

"Robin has been excellent in his delivery style. He is able to inject his own brand of humour and mobilise the participants to get actively involved in the discussions and role play. He also has a strong focus on business strategy and was able to crystallise ideas relating to vision and mission statements. A true professional!" - Temasek Holdings

"Robin was superb and amazing. I have attended hundred of public presentations. So far he is the best presenter (not one of the best but the best!). He deserves a long standing ovation." - Hadiputranto, Hadinoto & Partners

"Robin's charisma, excellent facilitation skills and broad work experience has been a key contributing factor to the successful VMV (Vision-Mission-Values) Communication and Localisation Program in the Zone." - Schneider Electric South-East Asia

Who Should Attend

MDs, CEOs, VPs, Directors, Heads, Champions, Senior Managers, Managers, Supervisors and Executives of: Quality • Human Resource • Change • Strategy • Operations • Organisational Development • Business Improvements • Continuous Improvements • Training

Workshop Schedule

Registration : 08:15 - 09:00 hours
Workshop : 09:00 - 17:00 hours

REGISTRATION FORM

Closing Date of Registration - 1 August 2003

Vision and Values, 26 August 2003, Orchard Hotel Singapore

Registration Fee S\$495 Nett

(Group discount is available for a team of 3 or more delegates)

To register, contact:

PARTNERS Conference & Event Management Pte Ltd at:

Tel: 65-6786 7363 Fax: 65-6786 3282 Email: enquiries@partners-conference.com

YES! Please register me / us:

Name of Delegates	Designation	Email
1.		
2.		
3.		

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