

Mission, Vision & Values...What Have They Done for You Lately

Using MVV to Make Business Decisions

There are many strategies to create your Mission, Vision, and Values, including working with me. This worksheet, however, is a tool to make sure your business is using MVV to make everyday decisions.

Someone brings you an issue, whether it be a customer complaint or a breakdown in a process. Use this worksheet to decide what happens next.

The Rule: If it isn't a clear yes, it's a no. If you can't clearly explain how a decision supports your Mission, Vision, or one of your Values, stop and clarify them in plain language. Being able to explain your reasoning matters right now and for the people who will eventually help you make decisions in the future.

STEP 1

What Happened?

What is the issue?

What was promised or communicated?

Did the subject of the issue fulfill that promise and meet your expectations of what should happen?

☐ Yes ☐ No

Explain:

STEP 2

Is the Issue Valid?

A customer may be wrong about why or how something happened and still be right that something needs to be fixed.

Use these questions to investigate:

Did we fail to deliver what we promised? ☐ Yes ☐ No

Explain:

Did we follow our own policies and standards? ☐ Yes ☐ No

Explain:

Is there a problem with the product, service, process, communication, or expectation? ☐ Yes ☐ No

Explain:

Is the issue within our control and responsibility? ☐ Yes ☐ No

Explain:

What problem within the business did the issue bring to light?

Explain:

In this investigation, did we find something that needs to be addressed? ☐ Yes ☐ No

Explain:

What Are Our Options to Fix the Issue?

Don't assume there is only one answer. Write down at least three possible responses to the issue at hand.

1.

2.

3.

PUT OUR MISSION, VISION & VALUES TO WORK

For each option, complete steps 3 - 5

STEP 3

Vision

Our Vision describes the company we are working toward becoming.

State the Vision:

Does our proposed response clearly support and move our business toward the Vision?

☐ Yes ☐ No

Explain why in detail.

Does anything need to be clarified about our Vision in order to use it to support or change the proposed decision?

STEP 4

Mission

Our Mission describes what our business does every day to move toward our Vision.

Does our proposed response support what our business exists to do?

☐ Yes ☐ No

Explain why in detail.

Does anything need to be clarified about our Mission before we can use it to support or change the proposed decision?

☐ Yes ☐ No

Explain:

STEP 5

Values

Test the proposed decision against each of our Values. For each one, answer yes or no, and explain the reasoning.

Value:

What would violating this Value look like in this situation?

What would upholding this Value look like in this situation?

What would violating this Value cost us?

Think beyond the now. The cost might be instant or it could create a situation that costs something in the future.

What would upholding this Value cost us?

The cost might be time, convenience, a sale, a difficult conversation, a change to your process, your reputation, etc.

Does the decision uphold this Value?

☐ Yes ☐ No

If yes, how? If not, what do we need to change in order to uphold this Value?

Repeat this process for each one of our Values.

If we aren't willing to accept the cost of upholding a Value, this might not be one of our true Values.

STEP 6

Compare the Options

Option	Supports Vision?	Supports Mission?	Upholds Values?	Solves Issue?	What Does It Cost?
A.	☐ Yes ☐ No	☐ Yes ☐ No	☐ Yes ☐ No	☐ Yes ☐ No	
B.	☐ Yes ☐ No	☐ Yes ☐ No	☐ Yes ☐ No	☐ Yes ☐ No	
C.	☐ Yes ☐ No	☐ Yes ☐ No	☐ Yes ☐ No	☐ Yes ☐ No	

STEP 7

Make the Decision

Which option is the best for our company?

Why is this the right decision for your business?

Explain your decision as if you had to hand it to someone else and have them understand your reasoning.

What will this decision cost you?

Are you willing to pay that cost?

☐ Yes ☐ No

If yes, explain why:

If no: Which Value, Mission, or Vision are you willing to sacrifice?

Explain why:

Are you comfortable with what that says about the company you are building?

☐ Yes ☐ No

Explain why:

STEP 8

What Happens Next?

A good decision may reveal that something needs to change. Does this situation point to a need for:

- ☐ A change to the product or service
- ☐ A change to pricing
- ☐ A change to customer communication
- ☐ A new policy or process
- ☐ Better documentation
- ☐ A clearer customer expectation
- ☐ A clearer employee expectation
- ☐ Training or onboarding
- ☐ A change to our Mission
- ☐ A change to our Vision
- ☐ A change to our Values
- ☐ Nothing, this was a one-time issue

Something else:

What are the exact steps we need to take to roll out the decision? (This can be as simple as reporting back to stakeholders or as complex as changing a policy or process or retraining someone.)

The Bottom-Line Double Check

Your Mission, Vision & Values affect more than how we feel about the decision.

What does this decision cost us today?

What could ignoring the problem cost us later?

Think about customer loyalty, repeat business, referrals, reputation, consistency, time, profitability, and the ability to eventually have other people make decisions without you standing over their shoulder.

Does this decision help build the business you say you want to own?

☐ Yes ☐ No

Why?

One Last Question

If someone else had to make this exact decision tomorrow, could they read your Mission, Vision, and Values and understand what you would want them to do, and why?

☐ Yes ☐ No

Why?

If the answer is no, that's not a failure, it's information. Your Mission, Vision & Values may need more work before they can do the job you need them to do.

Want a worksheet that helps you connect your Brand to your bottom line? Go to www.Ripplemark.Consulting!