



Guide to engaging people in your Vision and Values

Here are our **Top Ten Tips** for engaging people in your vision and values:

Developing your vision and values:

1. **Understanding** – Ask, ask and ask again. Find out what visions and values your employees think are important. Incorporate their views into your plans.
2. **Involvement** – Involve both managers and employees in developing your vision and values. Design a structured and innovative event that will enable you to achieve this. Take at least two or three days to explore the issues thoroughly.
3. **Inspiration** – Start by asking people about their personal values and beliefs. Find out what inspires them and what they feel passionately about.
4. **Identification** – Devise an exercise that identifies people's common values and then use these as the basis for most of your company's values. If people have already embraced them, they are more likely to reflect them when representing your company.

Reinforcing your vision and values:

5. **Recollection** – Link your values to an acronym that is easy for everyone to remember (such as the company name).
6. **Visualisation** – Use pictures to illustrate the vision and values. Develop a picture of your company's past, present and future. People can then visualise it and see where they fit into it. They can also reflect on the company's history and its potential future.
7. **Encapsulation** – Use stories to enhance the message of the picture: to explore the myths, rumours, heroes, villains, angels, rituals and symbols within the organisation.
8. **Enactment** – Encourage people to create their own play or video to bring the pictures and stories to life.
9. **Recognition** – Never forget to celebrate the little things and the unsung heroes. This will emotionally engage the audience and will gradually help the story to resonate with them.
10. **Motivation** – Ensure that all of the leaders deliver your vision and values with passion, enthusiasm and inspiration. Can they 'fire up' the troops so that they represent your company in the best possible way?

We can help you to get your leaders and employees engaged with your vision and values. To find out how, please email kk@karenkimberley.co.uk or call Karen on 07785 566468.