

Welcome!

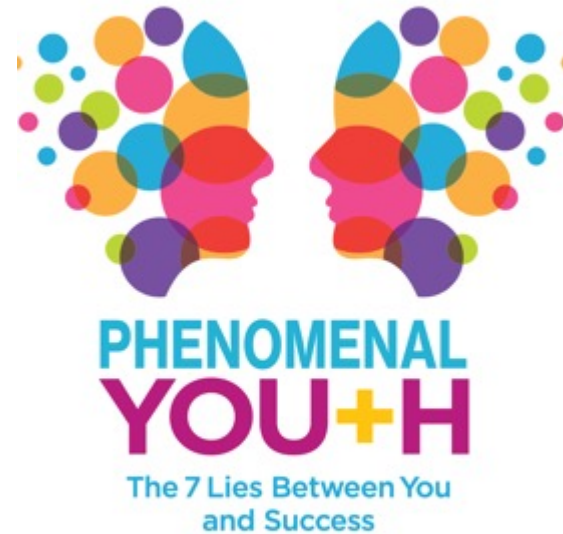


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HOWARD PARTRIDGE



How to MASTER the Phenomenal GAME of Business So You Can LIVE Your Phenomenal DREAM Life!

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Join Team Phenomenal and Discover...

How to Master the Phenomenal Game of Business So You Can Reach Your Biggest Dreams in Life!



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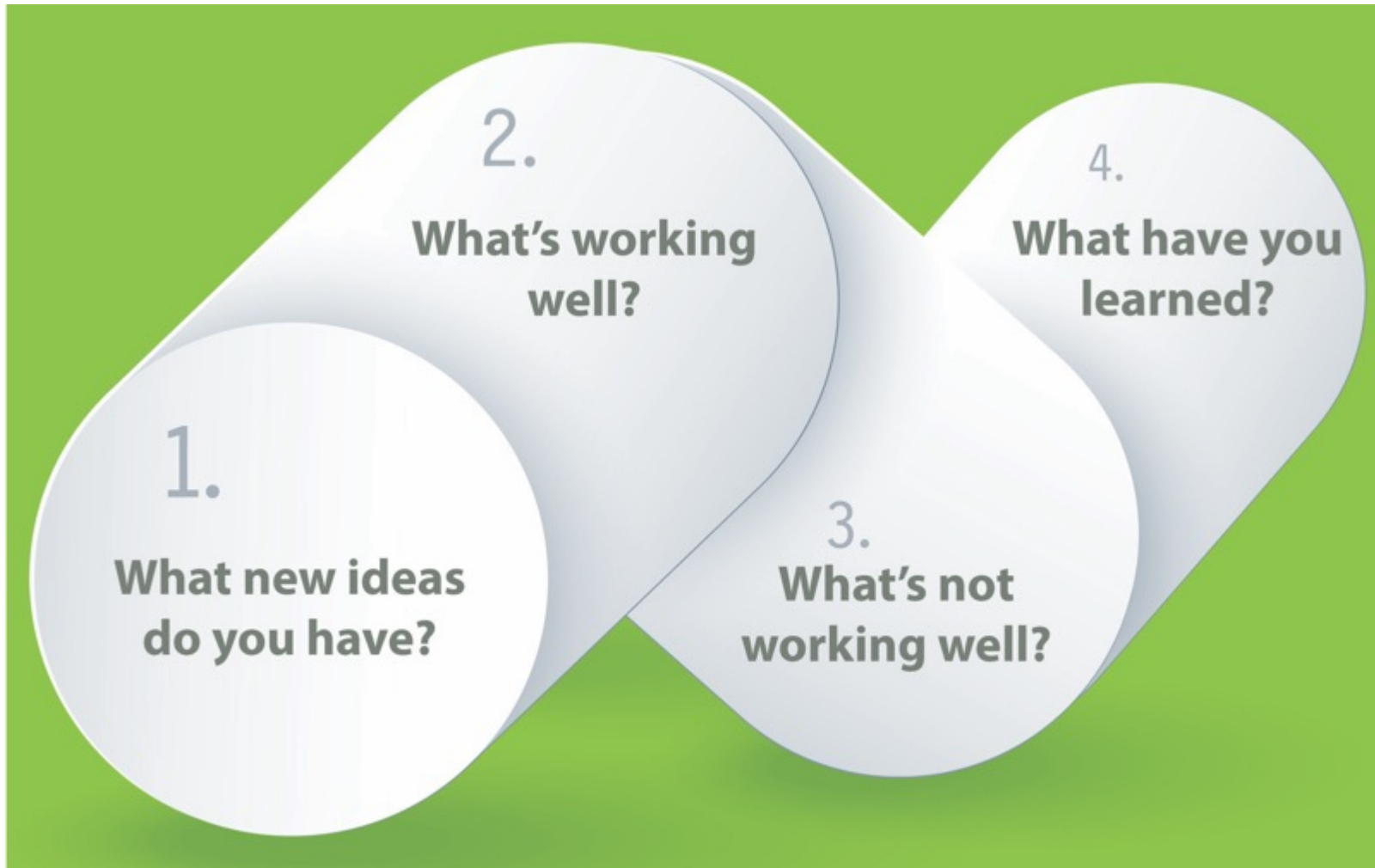
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Step 1: Create Your VISION!

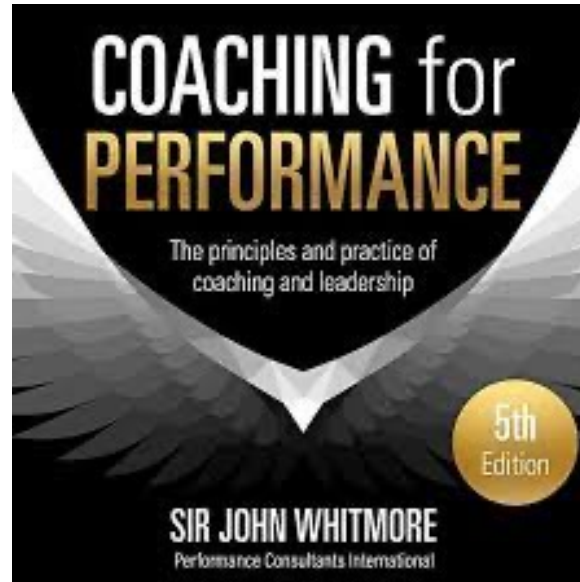


Step 2: Assess Your Business





Step 3: Change the Game



Goal

What do
you want?

Reality

Where are
you now?

Options

What could
you do?

Will

What will
you do?

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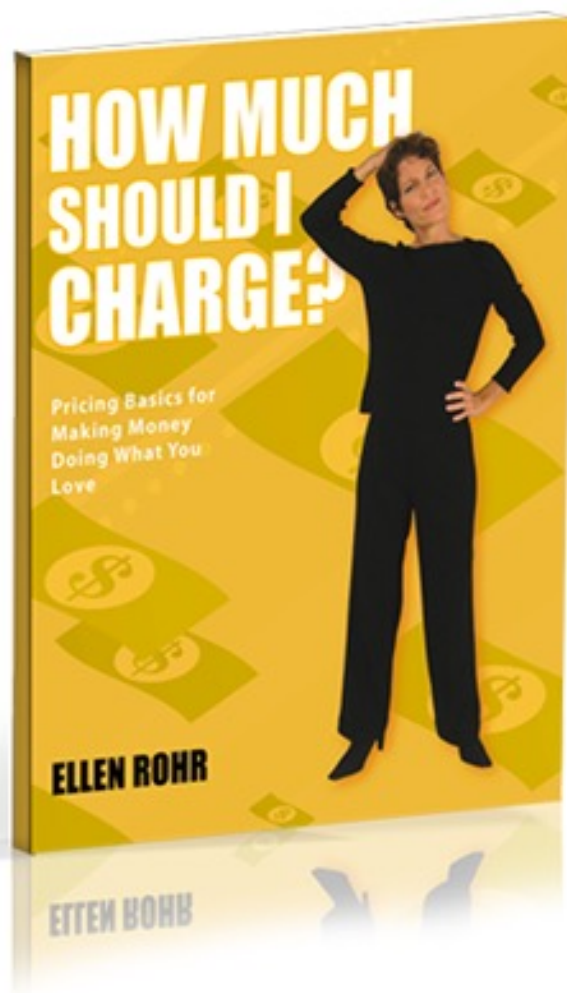


Step 4: Know the Score!



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Step 5: Create Your Vision (MVP)



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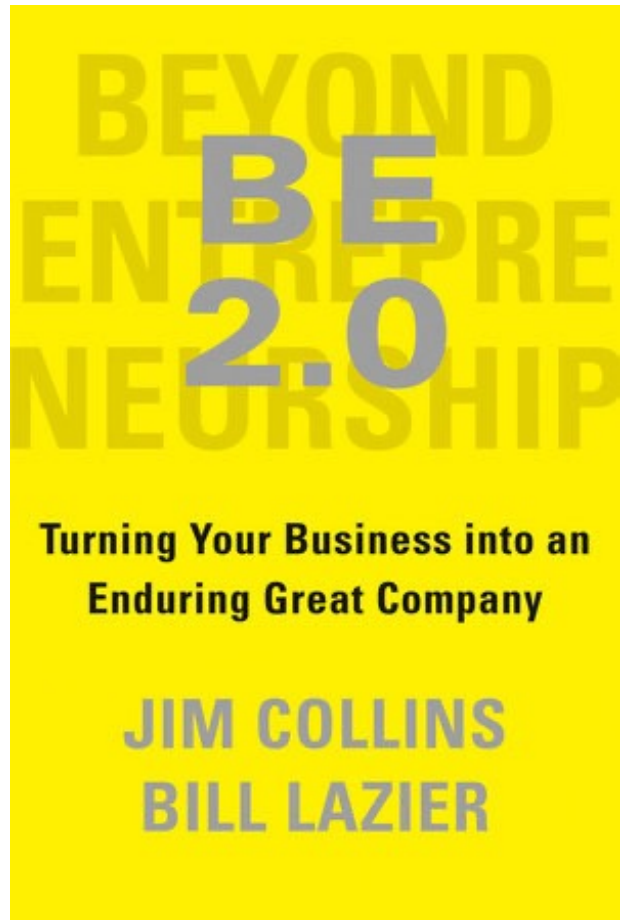
Chapter 4

VISION

The basic question is, what vision do you aspire to?

ABRAHAM MASLOW

THE FUNCTION OF LEADERSHIP—THE number one responsibility of a leader—is to catalyze a clear and shared vision for the company and to secure commitment to and vigorous pursuit of that vision. As we discussed earlier, this is a universal requirement of leadership, and no matter what your style, you must perform this function.





The Benefits of Vision

Let's now turn our attention to the four primary benefits of corporate vision:

1. Vision forms the basis of extraordinary human effort.
2. Vision provides a context for strategic and tactical decisions.
3. Shared vision creates cohesion, teamwork, and community.
4. Vision lays the groundwork for the company to evolve past dependence on a few key individuals.



A Vision Framework

The word vision conjures up all kinds of images. We think of outstanding achievement. We think of deeply held values and beliefs that bond the people in a society together. We think of audacious, exhilarating goals that galvanize people. We think of something eternal—the underlying reasons for an organization's existence. We think of something that reaches inside us and pulls out our best efforts.

And therein lies a problem. Vision has a nice feel. We can agree that it's essential to greatness. But what exactly *is* it?

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The Collins-Porras Vision Framework

A number of CEOs have told us that they can't seem to get their hands on what vision is. They've heard lots of terms like mission, purpose, values, strategic intent, but no one has given them a satisfactory way of looking at it that will transcend the morass of words and set a coherent vision for the company.

Out of this frustration, the Collins-Porras Vision Framework was developed. Much of the material in this chapter is based on extensive research at Stanford and the article "Organizational Vision and Visionary Organizations" (*California Management Review*, Fall 1991). We need not go into all of the theoretical underpinnings and background research of the framework here. The essence of it is that a good vision consists of:

1. CORE VALUES AND BELIEFS
2. PURPOSE
3. MISSION

We've found that people quickly grasp the concept of core values and beliefs. However, the difference between purpose and mission often causes confusion.

VISION

CORE VALUES AND BELIEFS

PURPOSE

MISSION

A system of guiding principles and tenets; a philosophy of business and life.

Principles that are to be held inviolate.

An extension of the personal core values and beliefs of the leaders of the organization.

The fundamental reason for the organization's existence.

Grows out of core values.

Like a guiding star always worked towards, but never fully attained.

Should serve to guide the company for 100 years.

A bold, compelling, audacious goal.

Has a clear finish line and a specific time frame. Once completed, a new mission is set.

4 TYPES:

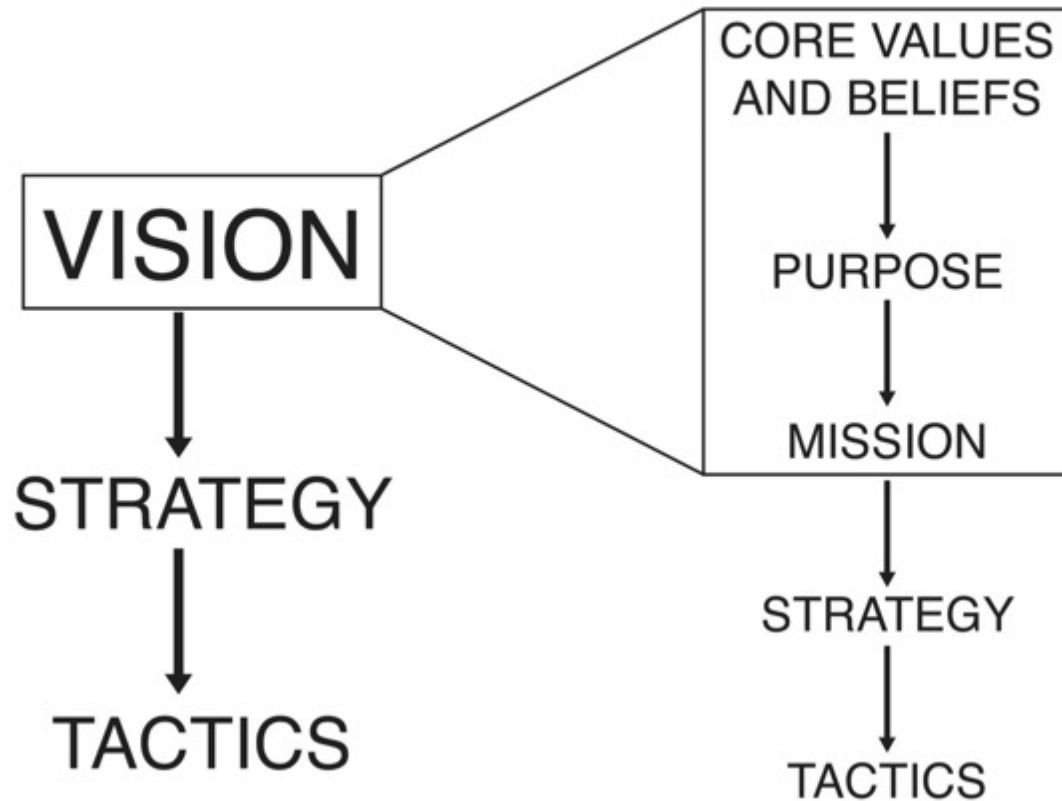
1. Targeting
2. Common Enemy
3. Role Model
4. Internal Transformation

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Diagram of Vision, Strategy, Tactics





“Vision + Vision = Division”

“If you have two people in your organization that have two different visions, agendas develop and sooner or later there will be division”



Step 5: Create Your Vision (MVP)





Vision

Mission – What we do

Values – Who we are

Purpose – Why we do what we do



Mission

- The mission is what your team does every day
- The mission is the strategy to reach the vision
- The mission guides every decision
- The mission establishes your desired culture



Our Mission

“To help small business owners
STOP Being a SLAVE to their business”



Our Mission

“To provide the most outstanding service experience ever”

An Effective Mission Statement Format

Following this format will help you make your mission statement clear and concise and therefore more impactful and effective. Remember, the best missions statements tend to be short and to the point. They should be written in such a way that it inspires your employees and customers.

To (what you do best / want to provide) (key customer)
to/by/through (outcome/result).

Examples:

RestaurantOwner.com –

To educate and inspire independent restaurant operators to create restaurant success stories.

Pal's Sudden Service -

To delight customers in a way that creates loyalty.

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EMPLOYMENT AT MARY KAY

MISSION POSSIBLE



For 50 years, Mary Kay has offered its employees more than just a job. Our employees have embraced the Company's mission to enrich the lives of women around the world by supporting the Mary Kay Independent Beauty Consultants as they pursue the many opportunities and benefits made available through Mary Kay. In 1963, against the odds, Mary Kay Ash made the impossible become possible. And at Mary Kay, it still happens every day.

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[Sign In](#)

[Customer Service](#)

[Find a Store](#)



[Coffee](#)

[Menu](#)

[Coffeehouse](#)

[Responsibility](#)

[Card](#)

[Shop](#)

Our Starbucks Mission Statement



Our mission: to inspire and nurture the human spirit – one person, one cup and one neighborhood at a time.

Here are the principles of how we live that every day:

OUR COMPANY

[Our Starbucks Mission Statement](#)



Values

- Values are standards you live by
- Values define who you are
- Values are how you act
- Values support the mission
- Values define your actual culture



Our Company Values

1. Reputation = You can be trusted
2. Experience = You know what you are doing
3. Training = You are on the cutting edge
4. Systems – You will be effective and efficient
5. Guarantee – You'll be there if I need you



Our Company Values

1. Reputation = You can be trusted
2. Experience = You know what you are doing
3. Training = You are on the cutting edge
4. Systems – You will be effective and efficient
5. Growth – You will help me grow



Purpose

- WHY you do what you do
- How does it make a difference?
- What is the void your marketplace would experience if you weren't there?
- This is the motivation and inspiration



Our Purpose

“To help small business owners
Live In Freedom Everyday”

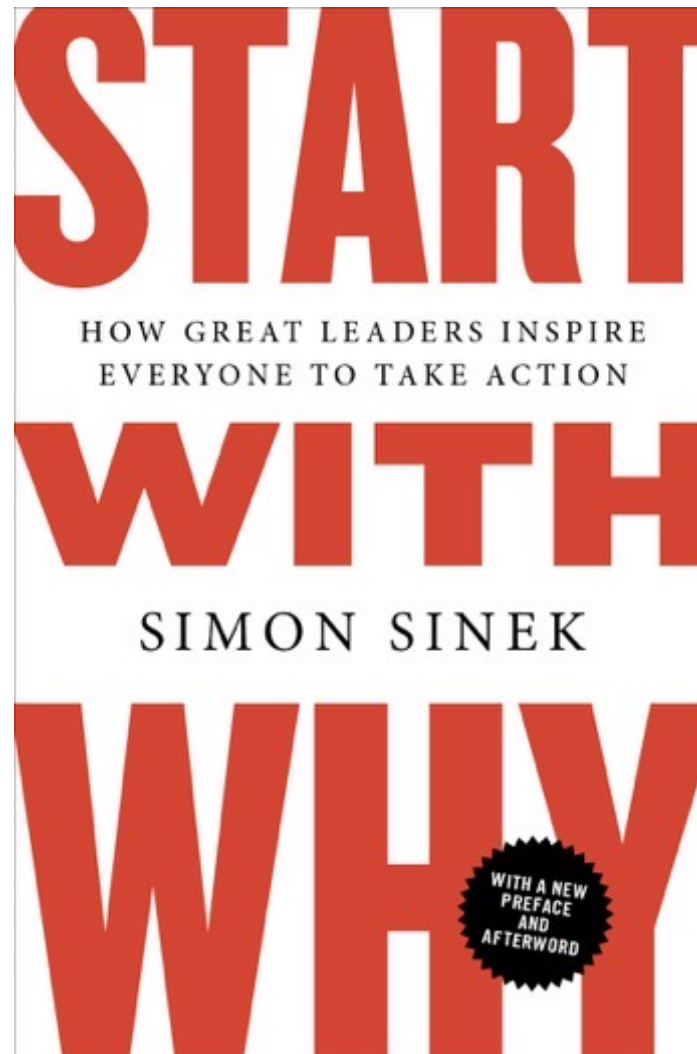


Our Purpose

“To protect our clients from unscrupulous service companies”

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The Golden Circle

WHAT

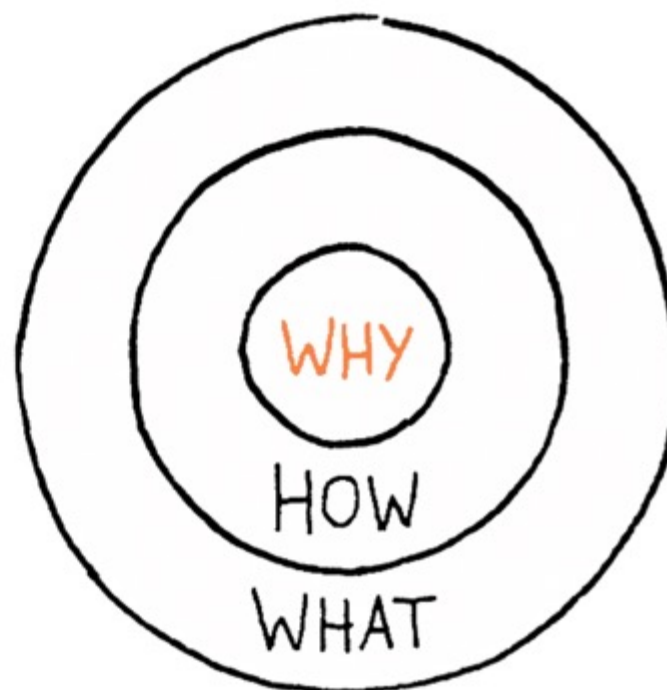
Every organization on the planet knows WHAT they do. These are products they sell or the services

HOW

Some organizations know HOW they do it. These are the things that make them special or set them apart from their competition.

WHY

Very few organizations know WHY they do what they do. WHY is not about making money. That's a result. WHY is a purpose, cause or belief. It's the very reason your organization exists.



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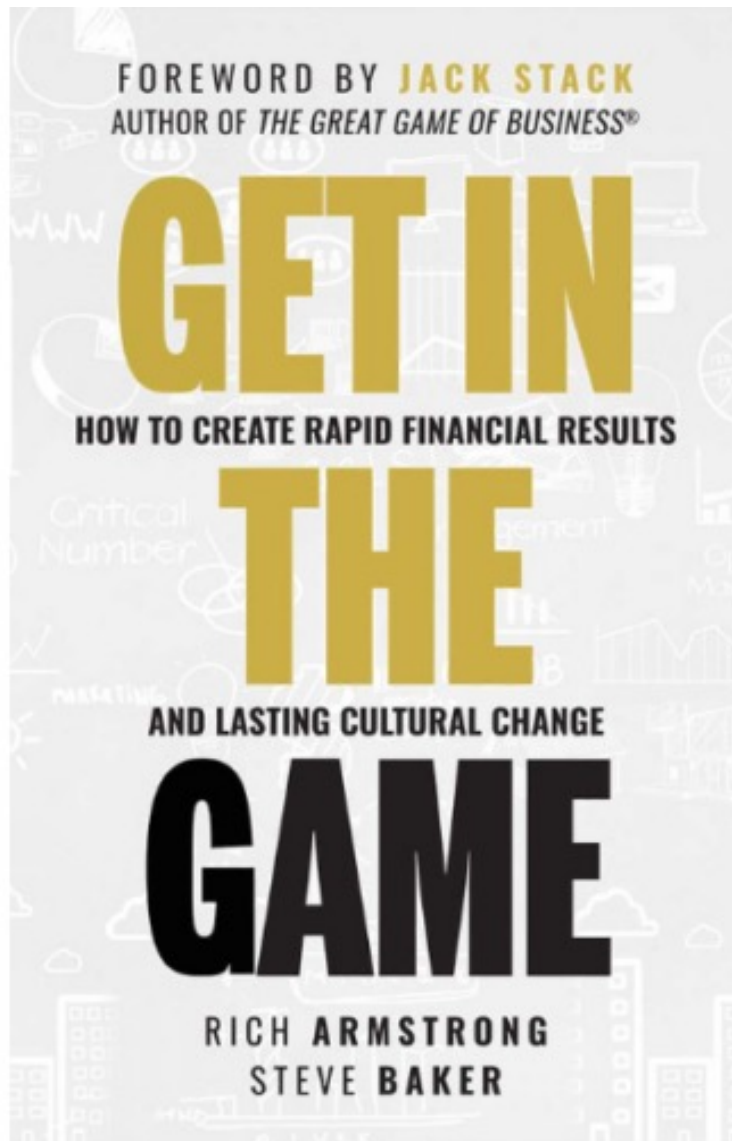
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“One of **Inc.** Magazine’s
top-rated speakers.”

UC San Diego

DEPAUL
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Inner Circle Coaching

