Your Company's Vision and Values (Checklist)

Businesses need to understand the value in their proposition to customers, including the tangible and intangible benefits their products or services bring. This checklist looks at the importance of clarity of vision and values in a company's offering.

Does your company:	Now		In the future	
	yes	*no*	*yes*	*no*
Have a vision/mission statement of what your company wants to accomplish?	☐	☐	☐	☐
Know what the key values of your business are?	☐	☐	☐	☐
Use its values to challenge regularly the culture and behaviour of the organisation and to inspire everyone to improve continuously?	☐	☐	☐	☐
Focus on end-to-end, value-added processes to maximise business returns, rather than on individual tasks?	☐	☐	☐	☐
Collaborate with customers to design new processes/products?	☐	☐	☐	☐
Continuously review its processes to simplify them and remove bureaucratic procedures?	☐	☐	☐	☐
Value employee input and reward people for process innovation?	☐	☐	☐	☐
Integrate its processes with its supply chain partners?	☐	☐	☐	☐
Evaluate its competitors to understand what they do better, why and how what they do can be incorporated into your business?	☐	☐	☐	☐
Use benchmarking as a tool for evaluating what competitors do, what customers value and how different techniques meet those needs?	☐	☐	☐	☐

Businesses must establish and manage the process for setting vision, strategy and direction in order to achieve superior performance. This needs to be translated into plans, projects and actions throughout the organisation.