

ESBA

COMMUNICATING YOUR VISION

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My number one takeaway from this video

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SUCCESS DOESN'T DEFINE YOU

By now you should be very clear on who you are. If not, talk with someone to get clarity on this issue because who you are needs to be settled before you can write out your mission and vision statements. Before you can tell others your values. Before challenges ever come. If you don't know who you are, you'll fold like a deck of cards with the slightest breeze. That's not what you're here for. You're stronger than that as an individual and a leader of your organization! One way you communicate that strength of leadership and character is through your mission, vision and values statements. Think about it:

- ☐ How can you know where you're going without true North?
- ☐ How can you know what standards to hold others to without defining and sharing them?
- ☐ How will you define accountability for yourself or others without first being accountable?

Success doesn't define you; you define success.

MISSION PROVIDES DIRECTION

A study by Bain and Company found that companies who have clearly defined Mission and Vision statements outperform those who do not. Included in this success was a clear road map of how these goals would be achieved. Unfortunately, many groups try to overcomplicate the statements and their purpose, leaving supporters and employees without a clear direction.

Components of a Mission statement

Writing your mission statement is simply sharing your why with others.

- ☐ Why you do what you do / for what purpose (e.g., to provide / grow / sell / create)
- ☐ Who you do your work for
- ☐ How your organization culture supports this

When you know your who, what and how, in addition to your why, writing a mission statement is simple and quick. Be sure to keep it short and to the point.

Sample Mission statements

- ☐ **Livestrong:** To inspire and empower people affected by cancer.
- ☐ **Kiva:** To connect people through lending to alleviate poverty.
- ☐ **Invisible Children:** To bring a permanent end to LRA atrocities.
- ☐ **Public Broadcasting System (PBS):** To create content that educates, informs and inspires.
- ☐ **Oxfam:** To create lasting solutions to poverty, hunger, and social injustice.
- ☐ **charity: water:** Bringing clean, safe drinking water to people in developing countries.
- ☐ **American Heart Association:** To build healthier lives, free of cardiovascular diseases and stroke.

ESBA Mission Statement

Revision 1: To lead elite-performance athletes to their true identity off the field as facilitators of breakthrough for others.

Revision 2: Equipping athletes for success off the field for themselves and those they influence.

Revision 3 (current version): To equip athletes for influence through discovery of Identity.

Write your own Mission statement:

VISION SAVES ORGANIZATIONS

Without vision, organizations die. There can be no consensus for direction. The Vision statement is the future goals or dreams of the organization. The Mission statement is based on where you are but the Vision is where you are going. The Mission and Vision are often combined to give a full picture of the organization's goals, value and purpose.

Components of a Vision statement

The Vision statement is a description of what the best version of the world is because of the work you do. Why do you do what you do?

Sample Vision statements

- ☐ **Goodwill:** Every person has the opportunity to achieve his/her fullest potential and participate in and contribute to all aspects of life.
- ☐ **Special Olympics:** To transform communities by inspiring people throughout the world to open their minds, accept and include people with intellectual disabilities and thereby anyone who is perceived as different.
- ☐ **Creative Commons:** Nothing less than realizing the full potential of the Internet — universal access to research and education, full participation in culture — to drive a new era of development, growth, and productivity.
- ☐ **VFW:** Ensure that veterans are respected for their service, always receive their earned entitlements, and are recognized for the sacrifices they and their loved ones have made on behalf of this great country.

ESBA Vision Statement

Revision 1: We envision generations of athletes becoming fathers* to the next - in every sport and nation - to bring the influence of mentorship, hope and purpose to others in families, on the sports field and in the work fields as well. (*Fathers as a demonstration of parent-like influence; women can be 'fathers' too).

Revision 2: We envision generations of athletes impacting the next - in every sport and nation - to bring the influence of mentorship, hope and purpose to others in families and communities, on the sports field and in the work fields as well.

Revision 3 (current version): We envision generations of athletes influencing the next - in every sport and nation - through mentorship, provision of hope and purpose to others in family and community, on the sports field and in the work fields as well

Write your own Mission statement:

VALUES BRING LIFE

Values statements, or a listing of core values, is a summary of the core principles and ideas that create the foundation of the organization. These values influence best when shared by all members, serving as a 'moral compass'.

Sample Values lists

☐ Adidas

- ☐ **Performance:** Sport is the foundation for all we do and executional excellence is a core value of our Group.
- ☐ **Passion:** Passion is at the heart of our company. We are continuously moving forward, innovating, and improving.
- ☐ **Integrity:** We are honest, open, ethical, and fair. People trust us to adhere to our word.
- ☐ **Diversity:** We know it takes people with different ideas, strengths, interests, and cultural backgrounds to make our company succeed. We encourage healthy debate and differences of opinion.

☐ Coca-Cola

- ☐ **Leadership:** The courage to shape a better future
- ☐ **Collaboration:** Leverage collective genius
- ☐ **Integrity:** Be real
- ☐ **Accountability:** If it is to be, it's up to me
- ☐ **Passion:** Committed in heart and mind
- ☐ **Diversity:** As inclusive as our brands
- ☐ **Quality:** What we do, we do well

☐ Nike

- ☐ It is our nature to innovate.
- ☐ Nike is a company.
- ☐ Nike is a brand.
- ☐ Simplify and go.
- ☐ The consumer decides.
- ☐ Be a sponge.
- ☐ Evolve immediately.
- ☐ Do the right thing.
- ☐ Master the fundamentals.
- ☐ We are on the offense – always.
- ☐ Remember the man. (The late Bill Bowerman, Nike co-founder)

☐ Procter & Gamble

- ☐ Integrity
- ☐ Leadership
- ☐ Ownership
- ☐ Passion for Winning
- ☐ Trust

ESBA Values

Grow: Always improving, never content.

Lead: Leadership begins at home; extends to your competition; never stops.

Inspire: Others to believe.

Encourage: Excavation comes before construction.

Build: Strengthen the team and support the individual.

Trust: Brings authority.

Truth: Is disruptive; brings power and boldness.

Love: Always leaves you better.

Grit: Sets you apart; it's those who never quit. Water your bamboo (Les Brown).

Accountability: Starts within; never hides.

Authority: When true, brings breakthrough.

Freedom: Financial, Emotional, Spiritual, Relational and Lifestyle.

Health: In every realm. Is priceless.

Make your own Values list:

BONUS STATEMENT

How will you give back in your organization? Community? Or other passion projects¹ ?

These statements will influence how people interact with you and evaluate your organization.

¹ Be sure to include this on your website as well.

EVALUATE

Do your statements support your goals? How so? _____

Read your statements out loud to friends. Can tell you what you do by what they hear in your mission statement? Write out their feedback or questions here:

How do these support your policies? _____

How do these support your procedures? _____

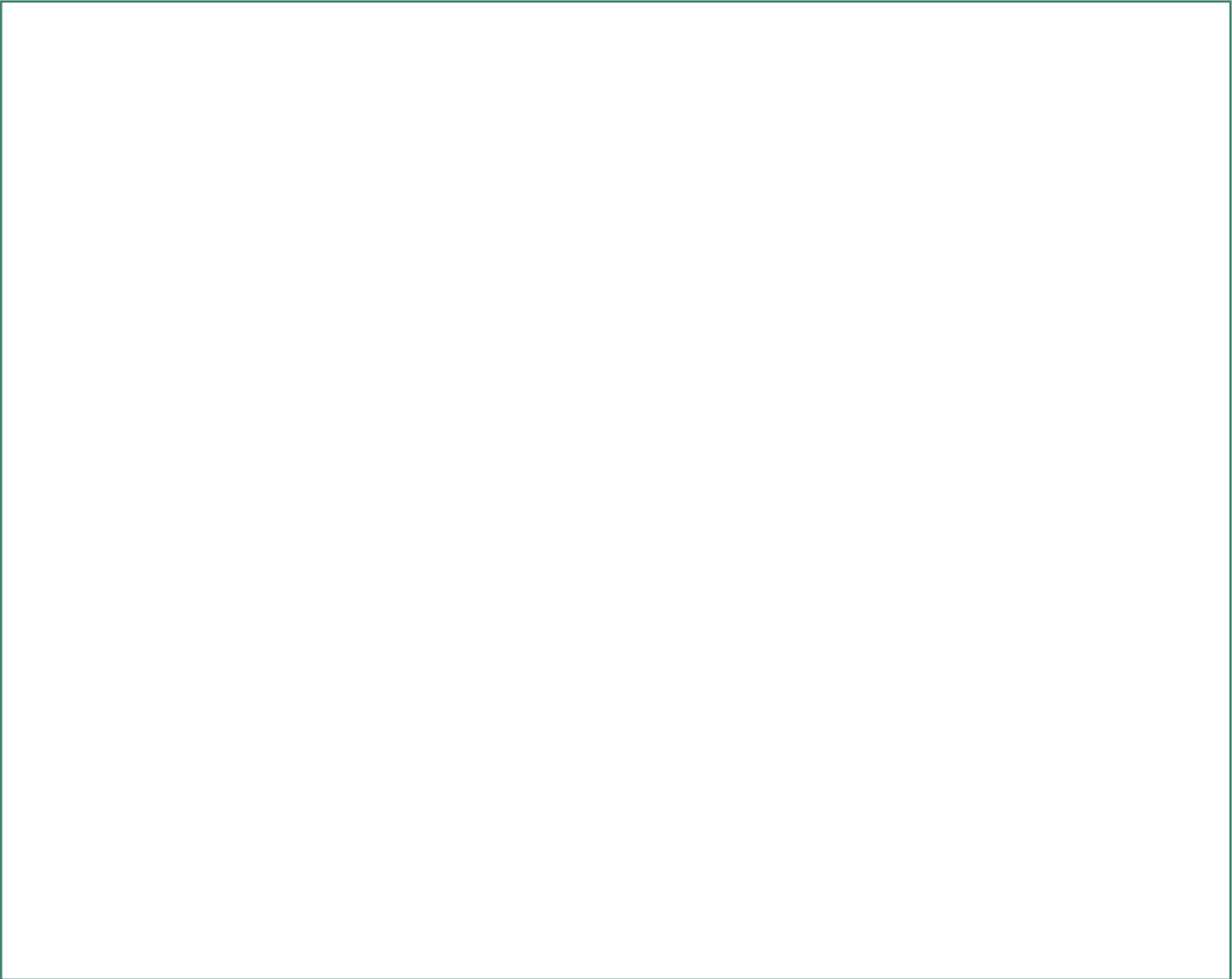
How do these support your guidelines? _____

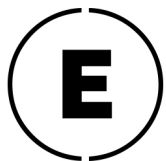
MAKE IT PERSONAL

Write a personal Mission and Vision statement. Consider the following:

- ☐ Your goals
- ☐ Passions
- ☐ Giving back
- ☐ Family
- ☐ Lifestyle
- ☐ Health

Write a mission & vision statement with your family. Get the input of everyone. Ask one another:

- ☐ What are our goals as a family?
 - ☐ How do we recognize those goals?
 - ☐ How do we measure those goals?
 - ☐ How do we interact with one another? With our community?
 - ☐ What are our passions as a family?
 - ☐ How do we give back as a family?
 - ☐ How do we define our ideal lifestyle as a family?
 - ☐ What are our shared goals?
 - ☐ What is our shared purpose?
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