



CREATING AN ALIGNED ORGANIZATION

A Leader Alignment Workshop: Finding Purpose, Mission, and Core Values

GOALS

This workshop is designed to help leadership teams collaboratively define their organization's mission, purpose, and shared values.

Through a focused, facilitated session, we help teams move beyond buzzwords to uncover the principles that truly guide how they lead, work, and grow—laying the foundation for a more aligned and purpose-driven culture.

The workshop also focuses on building a sense of ownership and commitment through strategic planning and collaborative input.

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OUTCOMES

By the end of the workshop, your leadership team will leave with more than just ideas—they'll gain a clear framework for decision-making, shared principles to guide behavior, and actionable strategies to increase engagement, accountability, and long-term commitment.

If you're ready to move from intention to execution with a team that's aligned, energized, and equipped to lead—LML StoryLab is ready to help you get there.

A THREE-PART FRAMEWORK



Purpose

- Define why you exist and what change you will make in the world?



Vision & Mission

- Discover where you are going and how you will get there



Shared Values

- Articulate what you stand for and how this is acted out day-to-day

WHAT YOU'LL ACHIEVE TOGETHER: KEY STEPS FOR ORGANIZATIONAL ALIGNMENT

1

Develop authentic vision and purpose statements

2

Identify and prioritize core values

3

Align leadership team around shared principles

4

Define success and establish decision-making foundation

BY THE END OF YOUR WORKSHOP YOU WILL HAVE A MISSION, VISION, AND CORE VALUES TO GUIDE YOUR BUSINESS

OUR PURPOSE

OUR MISSION/VISION

OUR VALUES



CORE VALUE 1



CORE VALUE 2



CORE VALUE 3



CORE VALUE 4

WORKSHOP AGENDA SAMPLE

- Icebreaker: Storytelling through reflection
- Discovering Values
- Clarifying “Why”
- Strategy Pyramid Activity
- Converting Values into Actions
- Envisioning the Future

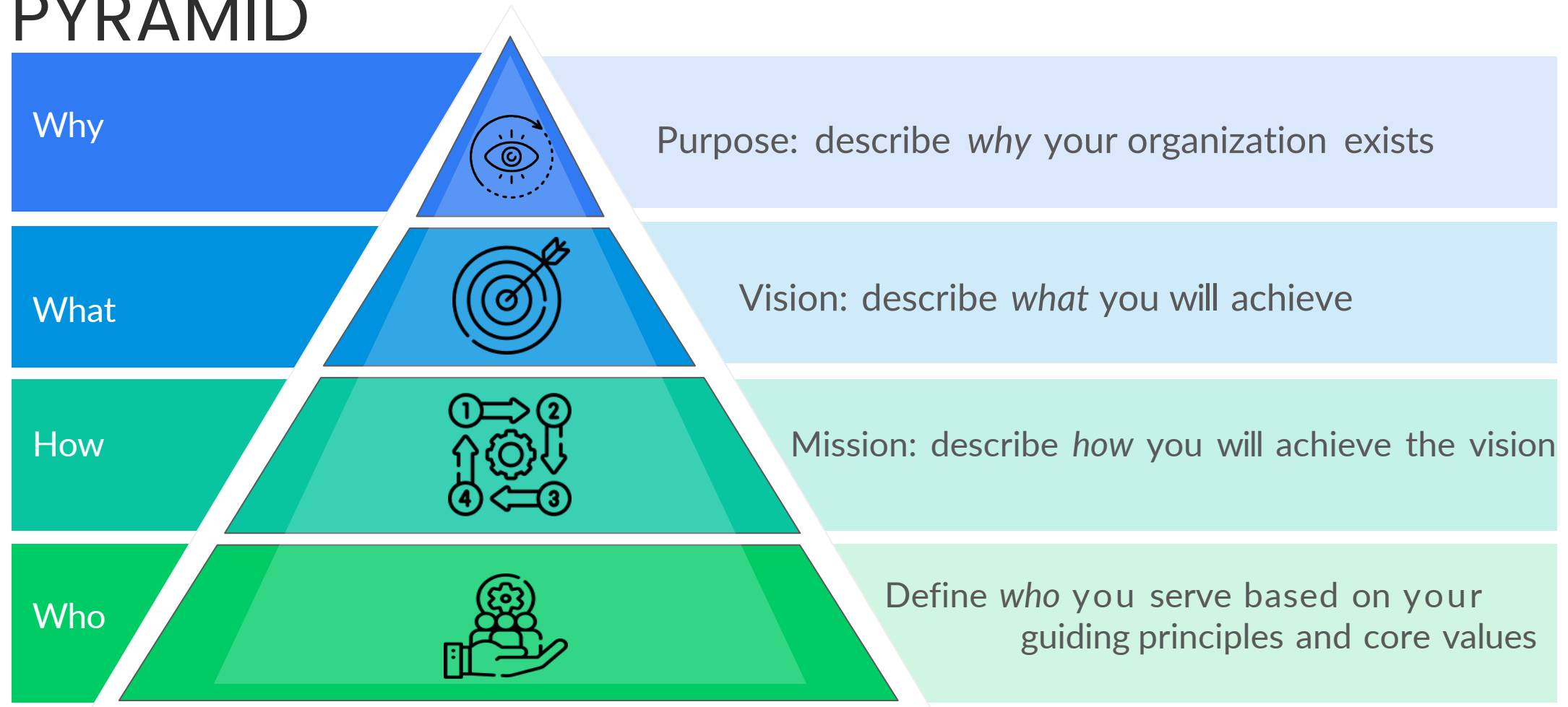
(This can be customized for either single or multi-day sessions)

PART 1: DEFINE YOUR PURPOSE

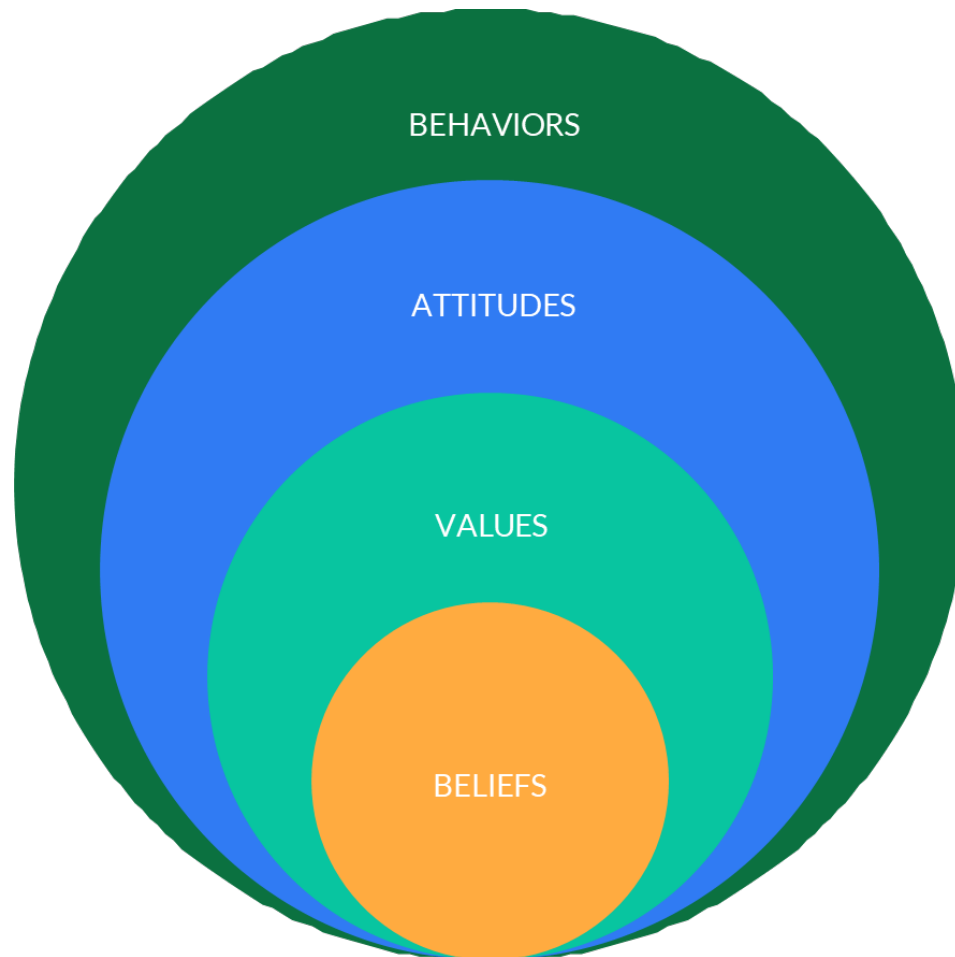
Why do we exist in the world?



FROM STATEMENT TO CULTURE: THE STRATEGY PYRAMID



THE LINK BETWEEN BEHAVIOR AND VALUES



BEHAVIOR is the way in which we act and is based on our beliefs, values, and attitudes

ATTITUDES are made up of three components:

- 1.Cognitive - what we believe
- 2.Affective - our feelings
- 3.Behavioral - learned associations

VALUES serve as our guiding principles

BELIEFS are ideas we hold as true

FOUR TYPES OF VALUES

CORE

Inherent in the organization

- Must be true
- Never compromised or violated
- Decision making always honors them
- Must have more of it than anyone else in the market

ASPIRATIONAL

Characteristics you want

- Not true, wish it were
- Aspire to have but don't have yet
- May need to develop new to meet market/industry demands

PERMISSION TO PLAY

Minimum standards required by all

- Exist in most organizations
- Important but generic
- Will not differentiate as they are what most people want/expect

ACCIDENTAL

Characteristics that crept in unwanted

- Crept in over time
- Not good, just true
- Leads to culture that won't serve your customers

“over **75 percent of employees** consider it “very important” to work for a company with defined core values.”

A hand is shown from the wrist up, palm facing up, holding a glowing, interconnected network of orange dots and lines. The background is dark with faint, larger-scale network patterns. The text 'CONSIDER YOUR CORE VALUES' is overlaid in large, white, sans-serif capital letters.

CONSIDER YOUR CORE VALUES

Pre-work: Review a complete list of core values

CORE VALUE LIST

Acceptance	Confidence	Education	Improvement	Organization	Progress	Sensitivity	Talent
Accomplishment	Consistency	Efficiency	Independence	Originality	Prosperity	Serenity	Teamwork
Accountability	Continuity	Endurance	Individuality	Participation	Public Service	Seriousness	Thoroughness
Accuracy	Cooperation	Enthusiasm	Influence	Partnership	Punctuality	Service	Timeliness
Adaptability	Courage	Equality	Innovation	Passion	Purity	Significance	Tolerance
Agility	Courtesy	Esteem	Inspiration	Patience	Quality	Simplicity	Toughness
Alertness	Creativity	Ethical Practice	Integrity	Perception	Rationality	Sincerity	Tradition
Ambition	Curiosity	Excellence	Intelligence	Perfection	Reality	Skillfulness	Training
Attentiveness	Curiosity	Expectation	International	Performance	Recognition	Solidity	Transparency
Authenticity	Customer Focus	Experience	Invention	Persistence	Reflection	Sophistication	Trustworthiness
Availability	Decisiveness	Fairness	Investment	Persuasion	Reliability	Spirit	Trust
Awareness	Delivery Result	Faithfulness	Involvement	Philanthropy	Reputation	Spontaneity	Uniqueness
Brilliance	Dependability	Flexibility	Justice	Potency	Resilience	Stability	Unity
Capability	Development	Freedom	Kindness	Power	Resolution	Standard	Utility
Carefulness	Diligence	Generosity	Knowledge	Practice	Respect	Straightness	Valor
Certainty	Directness	Gratitude	Leadership	Precision	Responsibility	Strength	Value
Clearness	Discipline	Growth	Loyalty	Preparation	Responsiveness	Structure	Variety
Cleverness	Discretion	Guidance	Motivation	Preservation	Results-oriented	Success	Virtue
Collegiality	Diversity	Honesty	Objectivity	Pride	Rigor	Supervision	Vision
Commitment	Drive	Hospitality	Openness	Productivity	Risk Taking	Support	Vitality
Communication	Eagerness	Humility	Optimism	Professionalism	Satisfaction	Sustainability	Wealth
Competence	Ecology	Imagination	Order	Profitably	Security	Synergy	Wisdom

INSTRUCTION SLIDE: TEAM ACTIVITY

1. Using a visual collaboration tool such as Miro, MURAL, FigJam, or Brain Slice, your team will consider the values needed to propel your organization forward *right now*.
 1. In the time allotted, list all values you deem important. Don't hold back—list as many values as you believe are important, even if some seem redundant.
2. Now you will reveal additional collaboration space within the board and collectively work to bucket your listed values based on:
 1. Commonality, then by,
 2. Values you feel you already possess
 3. Values you don't yet possess but aspire to
 1. Further divide aspirational into: Needs to be core and Ok to stay aspirational for now
3. Do not limit number of values at this point, allow yourselves to list as many as you deem important

INSTRUCTION SLIDE: FACILITATOR FOLLOW UP

1. Create a visual representation of team's values divided into the following categories:
 1. Core
 2. Aspirational
 3. Aspirational AND need to be core
2. Lead them in reflecting on the values and see if there is room to refine and consolidate further

PART 2: DEFINE YOUR WHY



YOUR MISSION IS DEFINED BUT *WHY* DOES IT MATTER?

What happens if you cease to exist?
Why are you doing what you do?



CONSIDER THESE WELL-KNOWN BRANDS

Organization	Vision	Mission	Core Values
Nike 	Bring inspiration and innovation to every athlete* in the world *if you have a body you are an athlete	Create groundbreaking sports innovations, make our products sustainably, build a creative and diverse global team, and make a positive impact in communities where we live and work	Innovation, sustainability, diversity, community
Tesla 	To accelerate the world's transition to sustainable energy	To create the most compelling car company of the 21st century by driving the world's transition to electric vehicles	Doing the best, taking risks, respect, constant learning, environmental consciousness
Warby Parker 	We believe in vision for all, everyone has the right to see	To offer designer eyewear at a revolutionary price while leading the way for socially conscious businesses	Green is good, respect for all, customer first
Disney 	To be one of the world's leading producers and providers of entertainment and information	To entertain, inform and inspire people around the globe through the power of unparalleled storytelling, reflecting the iconic brands, creative minds, and innovative technologies that make ours the world's premier entertainment company	Optimism, innovation, decency, quality, community, storytelling
Amazon 	To be Earth's most customer-centric company, where customers can find and discover anything they might want to buy online	We strive to offer our customers the lowest possible prices, the best available selection, and the utmost convenience	Customer obsession, invent and simplify, are right - a lot, hire and develop the best, insist on highest standards, think big.....

“People don’t buy what you do, they buy *why* you do it.” - Simon Sinek

THINGS TO CONSIDER WHEN DEVELOPING YOUR VISION STATEMENT

- A vision should be aspirational but achievable, impact oriented, and long term focused in its orientation
- Emotionally resonant—consider the goals, values, and vision of your current customer(s)
- Inclusive of all stakeholders—what might your future customer value, what are their goals and vision?
- Start niche—write for your most high-value customer base
- Then, broaden the language in later revisions if you want your vision to evolve and scale alongside your business and customer base
- Make it memorable—easy to remember, easy to repeat

INSTRUCTION SLIDE: TEAM ACTIVITY

1. Using a visual collaboration tool such as Miro, MURAL, FigJam, or Brain Slice, ask your team to consider:
 1. Who you serve (society, environment, consumer, etc.)
 2. What issue(s) are you solving for them?
 3. What happens if your organization fails their mission?
2. Start with *who you serve*.
3. After the allotted time, the entire team will upvote on the responses they agree with most. Upvote as many responses as you'd like.
4. Reveal additional collaboration space and repeat steps 2-3 for *what issues are you solving for* and *what happens if your organization fails their mission*.

INSTRUCTION SLIDE: FACILITATOR FOLLOW UP

1. Begin to fill in the Strategy Pyramid with Day 2 exercise response(s)

PART 3: DRAWING OUR FUTURE

Developing our Vision



REVIEW OF THE STRATEGY PYRAMID



TOP INDUSTRY THREATS

- Customized slide that takes the workshop attendees through the top threats and opportunities in their industry today
- Provide visual examples of threats and opportunities with images and clip art

INSTRUCTION SLIDE: TEAM ACTIVITY

1. Title: Draw the Future of [insert name of industry/ focus area, i.e., healthcare, agriculture, education, etc.]
2. Leveraging Google images, AI generated images, words, shapes, icons, etc., create a collage of the future state of your industry/focus area if you were to live your purpose and achieve your goals.
3. Team will work together to articulate the images, icons, and words into a vision statement.
 1. Create as many iterations as needed. You can work to refine and sharpen it later.

INSTRUCTION SLIDE: FACILITATOR FOLLOW UP

1. Finish filling in the Strategy Pyramid with Day 3 exercise response(s)

ACTIVATION SESSION

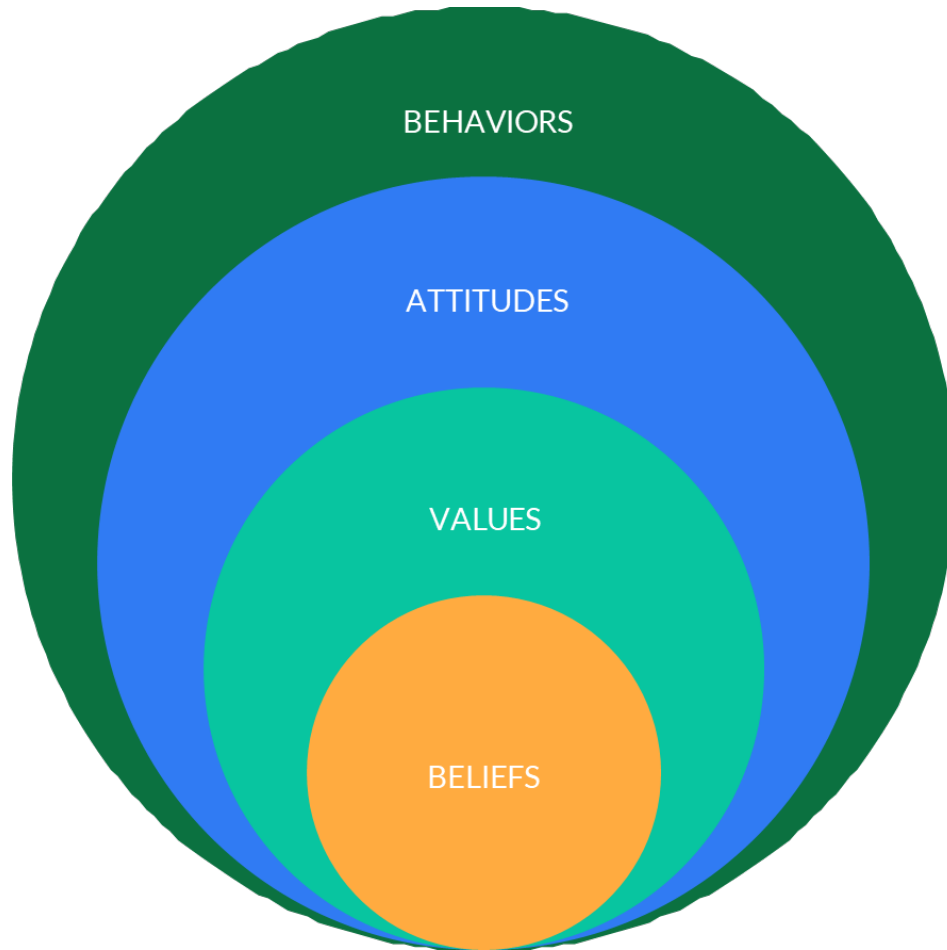
From Values to Everyday Culture



REVIEW OF THE STRATEGY PYRAMID AND ADDING IT ON TOP OF ITS FOUNDATION



THE LINK BETWEEN BEHAVIOR AND VALUES



BEHAVIOR is the way in which we act and is based on our beliefs, values, and attitudes

ATTITUDES are made up of three components:

- 1.Cognitive - what we believe
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VALUES serve as our guiding principles

BELIEFS are ideas we hold as true

HOW WE USE VALUES TO DRIVE PURPOSE AND PERFORMANCE

Example: Respect



Meetings

Respect colleagues' time by running meetings properly. Fully engaging-providing fullest attention possible. Respect all views by ensuring all opinions are heard, ensuring all participants are provided opportunity to be heard; drawing out quiet voices

Result: Better decision making, productivity, and workload management



Communication

Respect colleagues by providing an environment of active listening - we do not talk over, butt in, or cut off another person when speaking. We do not insult, name call, or disparage others. We assume positive intent

Result: An empowered workforce where diverse viewpoints and ideas are heard and implemented to serve diverse customer base, driving better business outcomes



Sales and customer service

Respect customer relationships and frontline colleagues by providing clear and transparent communication of data and results. Respect customers' intelligence by admitting mistakes quickly and putting them right

Result: Deeper customer loyalty and trust lead to increased revenues and promoter scores

LET'S DEFINE THINGS



Values, one of the most important components of culture, help employees understand *what* an organization stands for and *what* is expected of them



Behavior is values translated into action - it is *what* we do and *how* we do it which in turn is our culture

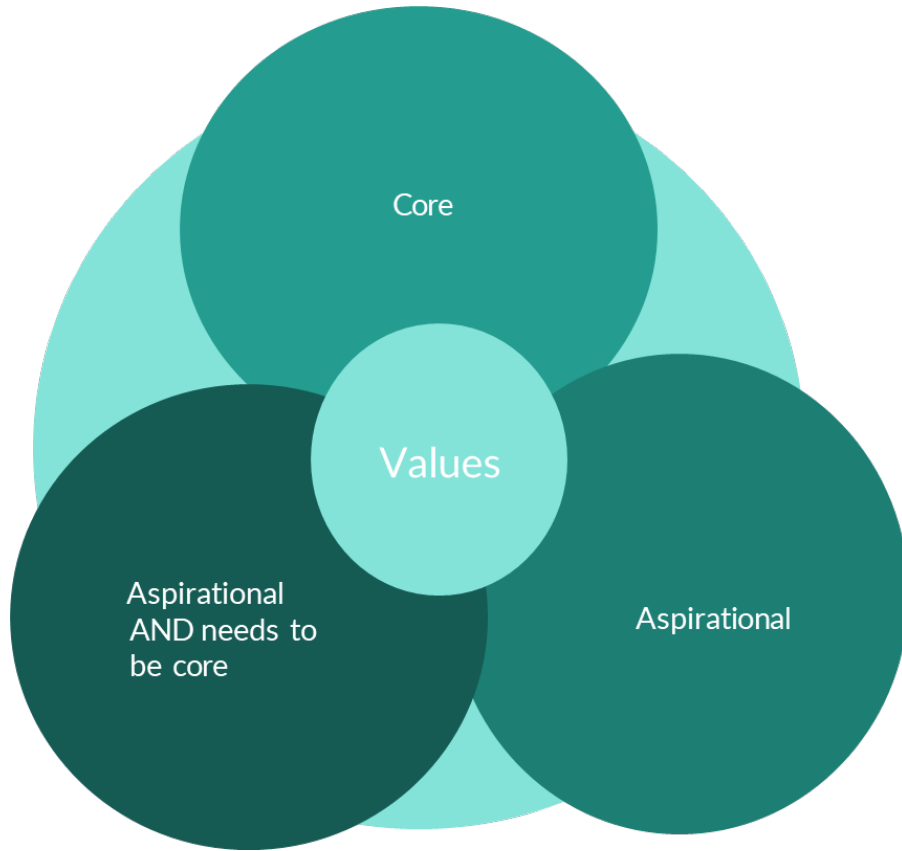


Culture refers to a set of beliefs and behaviors that guide *how* a company's employees interact and handle external business relationships. It guides *how* employees, act, feel, and think.



Culture is **NOT** providing unlimited time off, installing ping pong tables in the office, or offering free food and alcohol. These are *very nice* perks/benefits of the workplace and do not establish behavioral norms or determine values that drive business outcomes

REVIEW THE VALUES



Considerations:

- Everyone is responsible for living the shared values
- Determine which behaviors are especially crucial for leaders to model
- Determine which behaviors are unfair to hold non-leaders accountable for
- Be able to link behaviors to business goals - how you achieve your goals should be anchored in your values

INSTRUCTION SLIDE: TEAM ACTIVITY

1. Using a visual collaboration tool such as Miro, MURAL, FigJam, or Brain Slice, list the core values developed by the team and start to fill in how you personally express those values with how you act and interact with others on a day-to-day basis
2. After the allotted time, the entire team will upvote on the responses they agree with most. Upvote as many responses as you'd like.
3. Discuss as a team why these behaviors are critical.
4. Discuss if any behaviors are not currently normative—these might be aspirational, necessary but not lived right now.
5. Discuss ways you can mirror these values to your teams and how will activate others to live your values through behavior.
6. Recognize what you already do and do well.

INSTRUCTION SLIDE: FACILITATOR FOLLOW UP

1. Using the work developed over the past four days, fully fill out the Strategy Pyramid and Table

OUR PURPOSE	OUR VALUES
	💎 CORE VALUE 1
	💎 CORE VALUE 2
OUR MISSION/VISION	💎 CORE VALUE 3
	💎 CORE VALUE 4





THANK YOU

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