



First Select

Developing Your Vision and Mission

Date	Venues	(\$)Fees	Book your seat
24 Aug -28 Aug 2025	Istanbul	3300	Register Now

A basic need, which goes in parallel with the physiological need in terms of importance, is that of guidance and direction.

Throughout every step of the organizational development and its growth towards becoming a “systematic operational entity”, the workforce projects those needs of guidance. They necessitate seeing and understanding the potential corporate state of being, the purpose behind every activity they are doing, and how they help reaching this higher level of achievement.

OBJECTIVES:

- Clarifying the overall corporate destination
- Understanding the workplace in terms of behaviors and values
- Setting the “What” to do and “How” in a systematic, perceptive manner
- Linking the future vision of the company to its physical present
- Defining the gap between where the company is and where it should be, and identifying means to fill this gap

WHO SHOULD ATTEND?


These sessions need to be attended by the top management


PROGRAM TOPICS:

- Clarifying the “Ashridge” mission model
- Defining the purpose, mission, values and behaviors, and linking them to the corporate daily operation
- Pinpointing the different qualities that we value and live upon
- Bringing the strategy down into a vision, a business plan, and corporate objectives
- Setting the corporate mission taking into consideration the different points of interest raised earlier
- Linking the vision to reality by sorting out a methodical list of duties, with time schemes, level of accomplishment, as well as level of priority
- Positioning the company on a stability and competency chart
- Identifying the team strengths and weaknesses and drawing the group dynamics chart

WORKSHOP STYLE:

This will be a participative workshop with a mix of interactive learning sessions, exercises and discussions aimed to provide maximum impact and learning retention for all delegates.

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