



# The Training Clinic

We're all on this journey together!

## Training Clinic Moments **November 2017**

### WHERE TO NOW?

Vision and mission statements help you navigate through your organization more strategically to accomplish common goals. However, developing them can be somewhat daunting. No worries! We're here to provide some guidance to get you started.

If you already have them, now's a good time to pull them out and make sure they complement your *organization's* vision and mission statements and to plan for NEXT year.

So let's get started so you can have smooth sailing ahead!



### DEVELOPING YOUR FUNCTION'S VISION AND MISSION STATEMENTS

#### YOUR FUNCTION'S VISION STATEMENT

Your vision is "who you are" or expect to be in the future. It's your ideal *future* - what you are working towards – knowing you will fine tune your actions along the way. A function vision statement, once crafted, rarely changes except in cases where the company has changed its vision due to restructure, acquisition or other marketplace changes.

Follow these steps to help you develop your 20/20 vision:

1. Review your organization's vision statement! Your function's vision must align with this for you to be taken seriously as a performance partner.
2. Complete a visioning exercise with your team or by yourself (if a department of one).
3. Begin to craft a statement that starts with "We are..." or "The X Learning and Development department is..." If it sounds pretty vague and "pie in the sky", you're probably on the right track!

As an example, here is The Training Clinic's vision statement:

***"We are the trusted partner of choice for learning and performance professionals worldwide."***

4. Once you've drafted your vision statement and are comfortable that it supports your organization's vision, the next step is to gain management's support for it.

Now on to your mission statement!

### **YOUR FUNCTION'S MISSION STATEMENT**

The mission of the training function is the 'business' conducted by the function. It's a statement of HOW you will achieve your vision. Think of it as a roadmap to get you there. It should be short, memorable.

Again, as an example, here is The Training Clinic's mission statement that helps us reach OUR vision:

***Mission:***

- ***To provide practical and useful tools to make the job of the learning professional easier and more beneficial to the organization.***
- ***To model state-of-the art design, facilitation, and management of learning.***
- ***To share our expertise and passion for adult learning, inspiring others to do the same.***

Mission statements should be living, breathing reflections of the business you are in...what you are doing that others can't...your purpose. And that means they will evolve over time! Your function's mission statement is something that does not necessarily *need* executive buy in – although that's always a good thing! However you WILL want collaboration and buy-in with the rest of your training team.

From your mission statement you can then begin to write your team's goals and objectives for the year.

## BUT .... BUT....

It's at this point that many of you may ask, "But what do we do if our organization does not have a vision or mission statement?" Two answers for you here. First, they *may* have been written down somewhere, but that's where they stayed: on the paper in some drawer or in some file in some computer. This requires a bit of sleuthing on your part. Once found, don't think you can just run with it! You'll need to circle back with the execs and see if this is indeed what they feel best represents the organization.

If not OR if you truly can't find these statements, then the execs need to be taken through the exact same exercises described above to craft a vision and mission statement. If you have a background in strategic planning, go ahead and offer to take them through this. If not, get a trained professional to help. (By the way, this is something we LOVE to do, so feel free to reach out to Melissa or Maria for help!)

## GIVE YOUR FUNCTION VISION AND MISSION STATEMENTS LIFE!

Once you've crafted your statements, give them life! Publish them in your marketing materials and make them visible throughout your department. Always circle back as you are taking on new projects and priorities and ask yourself, "Will this help us achieve our vision? Is this in line with our mission?" If the answer to either of these questions is "no," then you need to stop and help the organization revisit ITS vision and mission statements.

It's our job as internal performance consultants to push back when necessary and ensure everyone stays on the same path. Ahhhh – our work is never done! J

For more information on crafting and implementing vision and mission statements, please check out our [Certified Training Manager](#) program by clicking [HERE](#). Don't let the title deceive you – this program is for *anyone* who manages a training function – regardless of title.

Please keep in touch – we're all on this journey together!

**Calling all Training Clinic Certified Training Managers (CTM)! We are starting a Facebook Group just for you! To be added to this esteemed group of colleagues, email [maria@thetrainingclinic.com](mailto:maria@thetrainingclinic.com).**

**Head spinning with how to manage all the modes of learning? Click [HERE](#) to join us on 12/15/17 for our session as part of Training Magazine Network's Master's Series, "The Evolving Role of Trainers in Corporate Learning: Are You Ready?"**



We hope you enjoy, use and share this week's Training Clinic Moment.  
Please keep in touch along your way to competence - we're all in this journey together!

Melissa Smith & Maria Chilcote  
AKA Team M&M  
800-937-4698



[Visit our website](#)