

The background is a dark blue gradient with abstract white and light blue geometric patterns. On the left, there is a large circular scale with markings from 140 to 260. Several concentric circles and dashed lines with arrows are scattered across the slide, suggesting a sense of motion or a technical diagram.

# VISION – MISSION - VALUES

SUE DEWING

CEO - STURT FOOTBALL CLUB

The background image shows the silhouettes of five business professionals in a meeting room. Three people are seated at a long table, and two are standing. They are positioned in front of a large window that looks out onto a dense city skyline with many skyscrapers. The scene is dimly lit, with the primary light source being the window. Overlaid on the image is a large, semi-transparent circular graphic. This graphic features a dashed line forming a circle, with several tick marks around its perimeter. Inside the circle, there are some faint, stylized numbers and arrows, suggesting a process or a timeline. The overall color palette is dominated by blues and greys, giving it a professional and modern feel.

# WHERE TO START?

Board and Management prepare  
Vision, Mission & Value Statements  
with input from key stakeholders

# 5-STEP PROCESS



Establish  
values



Scan  
current  
situation



Define  
Mission



Create a  
Vision



Implement  
the Vision





# WHY VALUES?

When values are not immersed throughout an organisation people are left to use their own judgement





IGNORANCE IS  
NOT BLISS

# VALUES

**S**teadfast in our pursuit of excellence  
**T**rust that we will achieve all our goals  
**U**nited through inclusion  
**R**espect for each other and the community  
**T**eamwork both on and off field

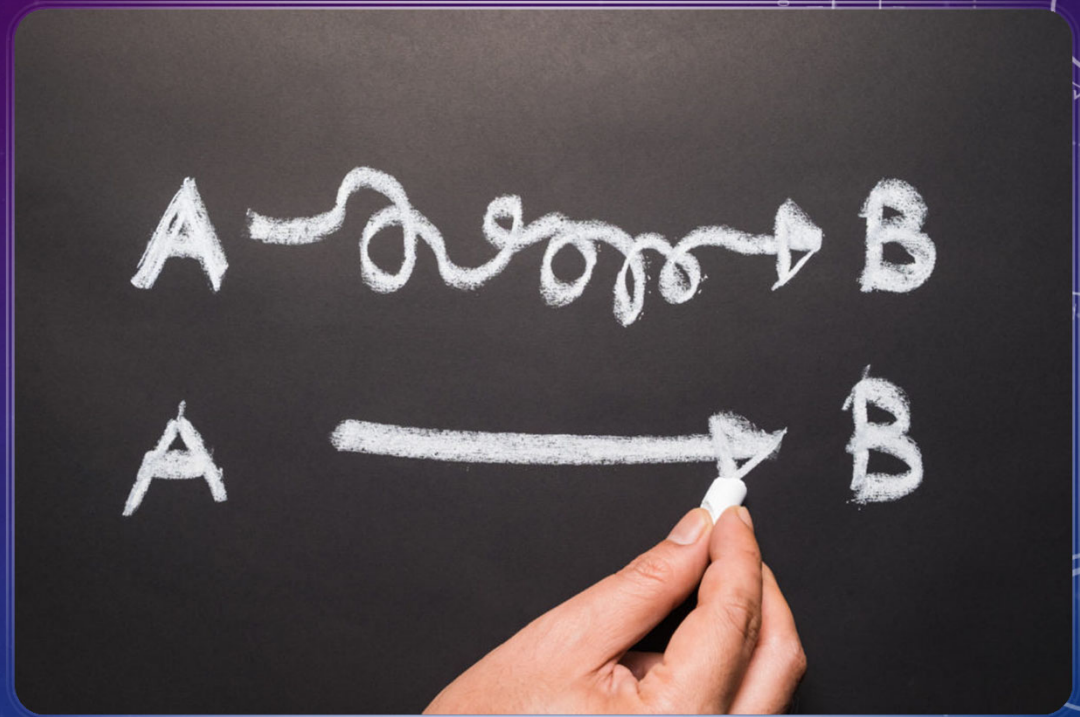
Values are the foundation for  
your organisation's vision





# KEEP IT SIMPLE

- Create phrases, not paragraphs
- Make them easy to remember
- Do not repeat





# MISSION

What your organisation is going to do to achieve the Vision



# MISSION

The pursuit of excellence and success through continuous club-wide improvement (*including creating a pathway for our players to play in the AFL or SANFL*)





## VISION

- Why do we exist?
- How do you want to be seen?

# VISION

To be acknowledged in all respects as the premier club of the SANFL



# SPREAD THE WORD

- Vision, Mission and Values need to be shared
- Verbally
- Electronically
- Publications
- Posters





# LEAD BY EXAMPLE

- Model the vision, mission and values consistently
- People will watch how you behave



# VISION, MISSION, VALUES

Your VISION provides DIRECTION

Your MISSION creates FOCUS

Your VALUES define BEHAVIOUR



The background of the slide is a dark purple/blue gradient. It features a repeating pattern of light blue question marks. On the right side, there are faint, semi-transparent technical diagrams, including a circular scale with numbers like '200' and '21', and some circular paths. The central text is white and bold.

**ANY QUESTIONS?**