

pax8Academy

SUCCESS THROUGH MISSION AND VALUES

Syllabus

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Course Overview

What makes the best companies the best? How do companies attract and retain high-quality talent? How do they keep and grow their customer base? How do these top-tier companies continue to increase profitability? They all have their Mission, Vision, Values, and Purpose defined and integrated into every aspect of who they are, how they operate, and the decisions they make.

Partners who know their purpose and mission are more likely to be successful. They are successful by hiring employees who align with their values, building a strong community and culture around a shared mission, and creating a vision of future growth.

Success through Mission and Values is a 4-week, live-instruction, virtual course that will give you the tools your company needs to be successful, which starts by identifying your purpose, values, and mission. All companies, whether just starting out or have been in business for years, need to be able to share who they are and what they do with their employees, interviewees, clients, and prospects.

In this course, you will learn best practices for writing Mission, Vision, Values, and Purpose statements and how to use them... they don't just go on a plaque or on your website.

You will have time in class to write statements and have them reviewed by experts and peers.

What You'll Get

- 4 hours of virtual, interactive, instructor-led content taught by an experienced MSP expert.
- Downloadable videos* of the content you can rewatch at your convenience.
- Downloadable slide decks, handouts, and resources.

Learning Objectives

By attending this course, you will:

- Clearly define your company's purpose and understand your "Why"
- Identify the company's values, match values to behaviors, and ensure the entire company shares those same definitions
- Write effective mission and vision statements showcasing the path ahead

*Videos will either be recordings from your session, or they may be previously recorded material in which partner faces and voices have been removed. It is recommended to attend courses live to reap the full benefits of Q&A with the instructor and class.

Schedule of Topics

- Session 1: Start with Why
 - What is important about “why”
 - Understanding your “why”
 - Write your purpose statement
- Session 2: Values to Behaviors
 - The benefits of establishing your company values
 - Write and define company values
 - Values to Behaviors exercise
- Session 3: Mission and Vision
 - Why have a mission and statement? What’s the difference?
 - Write the mission and vision statements
 - Practice communicating you mission and vision to others
- Session 4: Workshop and Implement
 - Share and revise your purpose, values, mission, and vision statements with the group
 - How to implement you purpose, values, mission, and vision in all aspects of your business

Instructor



Brian Davies
Executive Coach

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Testimonials

"This is the first Pax8 instructor-led course, and I was pleased with the experience. As the owner of an immature MSP, having this resource to help refine our company mission, vision, and values was instrumental in the next steps for our growth."

- V. Wukovits, Bayou Technologies

"Success through Mission & Values required me to take a step back from the day to day of working in our MSP and spend time reexamining our "why" and the values our staff encompass. It had been years since we discussed our core values, even though we hire based upon them. The honest feedback, and thought-provoking conversations provided me with actionable take-aways that I look forward to applying in our company."

- T. Rummer, Immense Networks

Next Steps

Explore your next step with Pax8 Academy:

- On-Demand Content
 - [Authoring Purpose, Vision, and Mission Statements](#)
- Peer Groups
 - [Join an Owner's Peer Group](#)
- Coaching
 - [Sign up for Business Coaching](#)