



## BUILDING YOUR BUSINESS VISION

**Businesses currently enjoying success have both core values and purposes that remain fixed whilst their strategies and practices adapt endlessly to an ever changing world. The whole dynamic of preserving the core while stimulating progress is the very reason why many elite companies have the ability to renew themselves and achieve higher-ranking long-term performance.**

The elite enterprises understand the difference between what should never change and what should be open for change and it is vision that provides guidance about what core to preserve and what future to stimulate progress toward. A well-conceived vision consists of two major components. Firstly core ideology and secondly an envisioned future. Core ideology defines what a business stands for and why it exists and the envisioned future is what a business aspires to become in order to achieve and create.

### CORE IDEOLOGY

Core ideology defines the enduring character of a business providing the adhesive that holds an organisation together as it grows, diversifies and develops. An effective vision must embody core ideology which consists of core values and core purpose. Core values represent a set of enduring guiding principles that require no external justification. They have intrinsic value and importance to those within the business. A truly great business will decide for itself what values it holds to be core, independent of the current environment, competitive requirements, or management trends. The key is not what core values a business has but that it has core values at all. In reality, only a few values can be truly core. They are so fundamental and so deeply held that they are unlikely to ever change.

## HANGOVER IN PROGRESS

### Do Not Disturb

**Throwing a 'sickie' after the office Christmas party can be damaging to both businesses and the economy. A bit of forward planning may well help avoid those hangover absentees.**

#### Tip No. 1

Christmas parties are best held on Fridays so staff can recover in their own time.

#### Tip No. 2

Set boundaries on acceptable behaviour. Remind staff not to let down their colleagues.

#### Tip No. 3

Identify those at risk of over-indulgence beforehand.

#### Tip No. 4.

Consider giving an incentive such as an additional day off for Christmas shopping for those getting to work on time the day after the night before.



**A Happy Christmas  
to all our readers**

