

ALDORA TRAINING: Company Vision and Values

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A clear vision and a set of values are key aspects that every company needs. These are statements that will help a company steer their business in a specific course and differentiate themselves from other brands. These are also key elements of brand building.

It is important for a start-up to lay out these ideas at the get go. The initial stages of a company may be uncertain and difficult, but with a straightforward vision and an unambiguous set of core values, leaders will be able to identify specific goals and objectives to strive towards and create a strong company culture.

Difference between “vision” and “values”

A vision statement spells out your company’s goals for the near future. It is envisioned by senior management and allows the company to focus on a long-term goal while engaging in day-to-day activities. Your vision statement should be clear and concise for easy recall and comprehension, like Google’s: *to organize all of the data in the world and make it accessible for everyone in a useful way.*

Values describe a desired culture in an organisation. It acts as a behavioural compass for a company’s employees, and also allows customers to identify which values are important to a business. Often, people remain loyal to companies because of these, especially if the company sticks closely to their set values in the work they do.

Benefits of having a clear vision and a distinct set of values

A vision statement provides a company with a goal to strive towards, while a clear set of values establishes a company’s ethos and principles. These not only inform employees of the company’s culture, but also act as references for leaders in the recruitment process, while allowing them to keep their existing workers in check.

Having clear and comprehensible values and vision statements can also be beneficial in terms of how your customers view your company. First impressions count, and these instruments will help acquaint potential clients or investors with a startup's venture and aims. Sticking to these values and goals will also show your existing customers that your company is dedicated to making achievable deliverables and promises.