



Practice Advancement Program

Execution Workshop

Ideal Brand

Course Description

What if you could define a vision so clear it guides every decision and inspires everyone around you? This workshop will walk you through crafting your Vision, Mission, and Purpose (VMP) statements, connecting your unique story and values to your professional goals. Through guided discovery, practical frameworks, and meaningful knowledge checks, you will craft statements that create alignment and drive real impact. By the end, you will have not only powerful statements in hand, but also the strategies to integrate them into your daily operations, culture, and client relationships, ensuring your vision becomes a living force in your practice and beyond.

Course Syllabus

Lesson 1 – Beginning with the End in Mind: The Power of Vision

- Explain the significance and function of Vision, Mission, and Purpose statements in your organization and personal practice
- Reflect on the change you want to see in the world and how it connects to your professional goals
- Understand how your personal vision becomes the foundation for your business direction
- Explore legacy, example setting, personal impact, and change in the world as lenses for clarifying your vision

Lesson 2 – Connecting Your Story: Values, Principles, and Unique Identity

- Explore your personal backstory and identify key milestones that shaped who you are
- Uncover your core values and the higher principle that guides your decisions
- Recognize the people and experiences that have most influenced your character and direction
- Clarify your unique strengths and superpowers
- Identify the internal and external obstacles that have stood in your way and develop strategies to move through them

Lesson 3 – Vision Discovery: Crafting Your Vision, Mission, and Purpose Statements

- Learn the Flight Plan framework for writing Vision, Mission, and Purpose statements
- Use the Flight Plan template to clarify your 'What,' 'Who,' 'How,' 'Why,' and the two levels of So That
- Draft your personal and business VMP statements
- Translate your personal vision into a business vision your team can rally around
- Test your draft for authenticity and alignment using the two-question read-aloud check

Lesson 4 – Integrating Vision into Practice: Culture, Strategy, and Client Impact

- Apply strategies to embed Vision, Mission, and Purpose into daily business operations
- Align team culture and brand promise with your VMP
- Infuse VMP into marketing, communications, and client relationships
- Use vision casting as a strategic advisory tool for clients
- Develop an action plan for ongoing alignment and reflective practice

*PREREQUISITES: There are no prerequisites for this course.