

## Scaling Culture with Purpose – MVV Development & Integration Framework

A practical guide to defining Mission, Vision, and Values with enough clarity to drive decisions. This framework moves from definition to application to integration, so culture can scale intentionally.

### 1. Current State Reflection

- Where do decisions tend to get revisited or escalated unnecessarily?
- Where do teams interpret expectations differently?
- What behaviors are tolerated today that don't fit our intended culture?
- If a new leader joined tomorrow, what parts of your culture would be hardest to explain clearly?

Outcome: Identify where culture is currently being interpreted rather than consistently applied. Where are the gaps?

### 2. Mission (Purpose with Boundaries)

- What problem do we exist to solve, and for whom?
- What do we intentionally choose not to do?
- What tradeoffs are we willing to make to stay aligned with this purpose?
- In short, what do we do and who do we do it for. Include the value you create.

If your mission doesn't eliminate opportunities, it isn't specific enough.

### 3. Vision (Where You're Going)

- What are we building toward?
- What does success look like if we execute well?
- What will be true about how we operate, not just what we achieve?
- Does the Vision create alignment for long-term decisions and tradeoffs?

### 4. Values (Operational Core)

Values should function as decision filters, not slogans. They should:

- Be behavioral, not aspirational slogans
- Show up in real decisions under pressure
- Be specific enough to guide tradeoffs

For each value, define:

- Value name – Short, clear, but not generic

- What this means in practice – 2-4 sentences defining behavior, not intention
- When this is most tested – Situations where this value is hardest to uphold
- What this looks like when done well – Concrete examples
- What violates this value – Explicit non-examples (this is critical)
- Tradeoffs this value drives – What are you willing to sacrifice to uphold it

## 5. Decision Filter Test

- A high-revenue opportunity conflicts with one of your values. What do you do?
- A top performer violates expectations. What happens?
- Speed vs. quality – how is it decided?
- Transparency vs. discretion – where is the line?

If answers are inconsistent, the MVV is incomplete.

## 6. Translate Into Operating Behavior

**Day-to-Day Decisions** – Referenced in meetings and tradeoffs

**Performance Reviews** – Evaluated on how results are achieved, not just outcomes

**Communication** – Verbal and printed/digital language consistently reflects values

**Leadership Behavior** – Leaders model it visibly or it will die quickly

Embed into the “Unwritten” culture, or in other words, the difference between *stated values* and *lived values*. Beyond formal systems, MVV should influence:

- How feedback is given
- How conflict is handled
- What gets celebrated vs. ignored
- Who gets promoted

Reinforce relentlessly, consistency over time is what makes this real. Your systemic approach to culture must be repeated in communication, used in real decisions, and accountable if violated at all levels of the organization.

## 7. Guiding Principles

Are they needed?

- Are decisions still interpreted differently?
- Do values require frequent explanation?
- Are leaders adding context beyond MVV?

If yes, guiding principles may be warranted. If no, keep clarity within MVV.

If no, then keep it within MVV.

If needed, each principle should be:

- A clear directional statement

- Anchored to a value
- Tied to a real scenario
- Can even be integrated directly into job descriptions if focused enough

Example: “We prioritize long-term trust over short-term gain”

1. Anchored to a value of Integrity
2. Applied in pricing, sales, partnerships

## 8. A Final Note On Implementation

- Where will this show up in hiring and onboarding?
- How will performance be evaluated against it?
- Where will decisions explicitly reference MVV?
- Where overlapping with digital processes & software, ensure they incorporate your culture.

