

GOV6

Determine and review the organisation's purpose vision and values



Overview

This standard is about the Governing Body determining the organisation's purpose, vision and values and the importance of keeping these under review.

GOV6

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Performance criteria

You must be able to:

- P1 Define the organisation's purpose to ensure its success
- P2 Define the organisation's vision to set the future direction for the organisation
- P3 Define how the organisation **creates value**
- P4 Determine how the organisation's resources should be used to generate value for the organisation and its stakeholders.
- P5 Define the organisation's values to reflect its purpose and vision
- P6 Where appropriate, encourage internal and external stakeholders to contribute to the formulation of the organisation's purpose, vision and values
- P7 Oversee the dissemination of the organisation's purpose, vision and values
- P8 Champion the organisation's purpose, vision and values
- P9 Determine how the organisation will build on its stated purpose to set the pace for its current operations and future development
- P10 Determine how the organisation will build on its stated vision to set the strategy
- P11 Determine how the organisation will build on its values to promote its desired culture and ethos
- P12 Establish a system to regularly review the organisation's purpose, vision and values

GOV6

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Knowledge and understanding

You need to know and understand:

- K1 The nature and importance of an organisation's purpose, vision and values in ensuring success
- K2 Why the purpose, vision and values need to be embedded and communicated clearly throughout the organisation
- K3 How the organisation **creates value** and determines how it's resources should be used to provide value for the organisation and its stakeholders
- K4 How key internal and external stakeholders can influence the purpose, vision and values
- K5 Methods through which stakeholders can contribute to the formulation of an organisation's purpose, vision and values and their appropriate use
- K6 Why Governing Body members must champion the purpose, vision and values throughout the organisation
- K7 Why values should promote equality, diversity and ethical behaviour throughout the organisation
- K8 How to review the organisation's purpose, vision and values and take action based on the outcomes
- K9 The ways in which the culture set by the board affects the operation of the organisation.

GOV6

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Glossary

K3 Creating Value: Value creation models

In this context, the Governing Body must create value for the employees of the organisation in order to motivate and enable them to create value for the organisation's products and services. Value for employees includes being treated respectfully and being involved in decision-making.

Links to other NOS

Company Secretary
CS5

GOV6

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Relevant occupations 1000 Managers and Senior Officials
1112 Directors and chief executives of major organisations,
1114 Senior officials of special interest organisations
1131 Finance Managers and Chartered Secretaries
1135 Personnel, training and industrial relations managers
2000 Professional Occupations
2421 Chartered and certified accountants
2422 Management accountants
4000 Administrative and Secretarial Occupations
4214 Company Secretaries

Suite Governance

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