

A tall, white lighthouse with a green lantern room and a stone base, set against a dark, hazy background. The lighthouse has a spiral staircase on the exterior and a small arched window near the top.

DEVELOPING AND EXPERIENCING a mission statement



**“GOOD LEADERS INSPIRE
NOT BY WHAT THEY SAY,
BUT BY WHAT THEY DO.”**

Simon Sinnek

Everything we do is based on the belief that successful people not only pursue a goal, but also have a reason for their actions. We believe that you can increase your impact when you find your “why” and take responsibility for it. To accompany our clients on their journey, we prepare for each appointment professionally, just as a competitive athlete prepares for a competition. So if, during our work together, it becomes apparent that the situation is different than expected, we use our creativity and experience to spontaneously take a different path. But the focus remains the same.

Our goal at Tree Consulting is to create an environment where learning and development are not only possible but also sustainable.

We understand that change takes time and that every small step counts. That's why we focus on long-term partnerships based on trust, respect, and a shared commitment to progress. Guided by the 70/20/10 principle, we work to ensure that our clients not only achieve their goals, but also have a positive impact on the people and communities around them.

GUIDING PRINCIPLES FOR STRONG COMPANIES

"Ready for a journey that will redefine your corporate culture and open the doors to untapped potential? At Tree Consulting, we don't just design mission statements, we create transformative workshop formats that empower people and organizations to break free from outdated ways of thinking and explore forward-looking paths with full responsibility. We accompany you on your journey, develop clear mission statements, promote shared responsibility, and achieve sustainable change. Join us in embarking on a future where a willingness to change and a spirit of innovation form the basis for lasting success."

Results

01

Holistic acceptance: Our guiding principles are supported by the entire workforce, not just by management.

04

Expanding horizons: We open up new possibilities while providing clear guidance.

02

Increased efficiency: The effort required by management to develop the mission statement is reduced.

03

Sustainability: Our guiding principles are forward-looking and take social, economic, and environmental sustainability into account.

Our successes at Tree Consulting reflect tailor-made strategies that are tailored to the specific needs of each client. Therefore, actual experiences and progress may vary from case to case.

OVERVIEW OF THE PROCESS

Our program is strongly oriented toward the current status of the company, so the following procedure can only serve as a guide. The goal is to shape the identification of the new mission statement with the strongest possible commitment within the team.

PREPARATION

- In the first step, we develop a deep understanding of the current and target situations so that we can design a completely customized solution.
- What challenges is your team facing? Who are the workshop participants?
- Clarification of the framework conditions:
 - Company vision
 - Company strategy
 - Market

WORKSHOP-SERIES #1 - X - DEVELOPMENT

- **MISSION STATEMENT WORKSHOP IN MIXED TEAMS**
 - A team of employees and managers develops a first draft of the mission statement.
- **'Cave of the lions'-SESSION:**
 - Pitching und Feedback on the draft
- **COLLABORATIVE REVISION**
 - Feedback from management & developing a joint construct. The focus is on collaboration and the consensus-building process to ensure that the mission statement reflects the vision and values of the entire organization.

WORKSHOP-REIHE #1 -X - PROTOTYPING

PROTOTYPE OF THE NEW MISSION STATEMENT

- At the end of this process, there is a finished prototype of a new mission statement that has the broad support of the employees.
- This prototype serves as the starting point for further coordination within the overall top management.

Follow-Up

- Review of the deadline
- What measures do we propose to achieve the objectives?
- Photo record of the results

WORKSHOP QUICK FACTS

Result: In a short period of time, you will have a new mission statement that is embraced and supported by the entire organization.

Duration: From 2 days (more recommended)

Participants: By arrangement

Cost: €2,300 per day (plus design costs and applicable VAT)



THAT'S WHY TREE

Our core business is the holistic transformation of organizations. With this experience, we take a data-driven yet people-oriented approach to the heart of every company: its employees. We are optimistic about the future, believe in the sustainable and digital innovative strength of small and medium-sized enterprises, and see transformation as an opportunity for a successful European economy and a society worth living in. Driven by this conviction, we support companies with good concepts, creative ideas, and effective product and service solutions to become successful and resilient organizations. In doing so, we also draw on our unique network of top experts from business and science.

**TRANSFORMATION EXPERTISE – FOCUS ON SMALL AND
MEDIUM-SIZED ENTERPRISES – OPPORTUNITY-ORIENTED –
PARTNER NETWORK**

Let's get started together.



I am happy to be available for a non-binding conversation.

Dominique René Fara

Executive Manager

✉ dominique.fara@tree-org.com

🌐 www.tree-consulting.com

