Soft skills

Giving Meaning: Vision, Mission and Managerial Communication

One day to link the team's daily work to the company's strategy and make it understood. Managers translate management's vision and objectives into concrete stakes for their department, build a simple message and deliver it at a team meeting, including when it concerns a change or a difficult decision. They leave with their team's communication plan for the next three months.

Duration : 1 day

Objectives

1. Explain the difference between vision, mission, values and objectives, and the manager's role in making them concrete
2. Translate the company's strategy into stakes and concrete contributions for your team
3. Build a clear managerial message: why, what, how, and what it changes for each person
4. Lead a team communication on a change and respond to questions and objections
5. Plan your team's regular communication: rituals, materials, key moments

Programme

Day 1 — morning

• Why meaning matters: engagement, quality of work, buy-in to change

• Vision, mission, values, objectives: definitions and examples from industry and services

• From the strategic plan to the workstation: a cascading exercise down to the team

• The questions employees ask themselves: why are we doing this, what changes for me, how do I contribute

Day 1 — afternoon (workshop)

• Building a message: central idea, facts, examples, call to action

• Carrying a change: announce, explain, listen to concerns, come back to the team

• Role play: presenting to a production team a scrap-reduction target required by an export customer

• Workshop: the team's three-month communication plan, then a knowledge test

Teaching methods

• Cascading exercise on the participants' company's real orientations

• Talks prepared and rehearsed in front of the group, with structured feedback

• Case studies: a warehouse move, a new certification, a customer service reorganisation

• Message and meeting-material templates to adapt to your team

Assessment and documents

Knowledge test and a final talk observed, post-training evaluation at D+1. Each participant receives a numbered training certificate, verifiable online; the training report is given to the company.

Bilingual materials for every participant; each classroom course comes with its digital twin on OmniLearn.

Good to know

To work on reading the stakes ahead of the message, the day “Taking a Step Back: Big Picture and Reading the Issues” is a good complement.

Practical information

Duration	1 day
Audience	Managers, department heads, senior executives, project leaders
Prerequisites	Hold a supervisory role
Group size	Groups of 6 to 12 participants, in-company
Format	In-company, face to face on your site
Language	French, Darija or English; bilingual materials
Funding	OFPPT special training contracts (TFP), GIAC, Maroc PME: we prepare the applications with you, at no extra cost.
Programme customisation	Programme adapted to your procedures, your equipment and your audience

Frequently asked questions

Do we need to know the company’s strategy to take part?

It is useful to bring the orientations or objectives for the year communicated by management. When the session is organised for a single company, we build them into the exercises with its agreement.

How is this different from “Public Speaking and Impactful Presentations”?

Public speaking works on form: voice, posture, visuals. This day works on the substance of the managerial message: linking decisions to their purpose and making them concrete for the team.

And if the manager does not agree with the decision themselves?

The question is covered in the session: how to carry a decision without disowning it or faking enthusiasm. The half day “Manager Authenticity and Transparency” goes deeper into this stance.