**Beat: Business**

# ENTREPRISE DE MISSION - FROM CONCEPT TO ACTION

**TOGETHER, LISTEN AND ACT**

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**USPA NEWS -** With a Purpose as Simple as it sounds, « Ensemble, écouter et agir », (Together, listen and Act) the "Crédit Mutuel Alliance Fédérale" adopted the Status of a Company with a Mission in September 2020.... A First for a French Bank. 18 Months later, its General Manager Daniel Baal, is ready to share the Story of a Committed Company.

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So how did this Transition to this New Model come about? What were the Brakes and Levers encountered along the Way, including Legal Ones? Finally, how to view this Status and the Responsibilities it entails....

Companies use Mission, Vision and Value Statements to connect to Customers and display the Goals, Beliefs and Moral Values of the Company itself. These Statements can give a Customer a Quick Look at what the Company stands for and considers important. By using High-Level Statements, Businesses can expand their Brand Awareness, help convert New Leads and separate themselves from Competitors.

The Company's Mission is its overall Purpose for Existing. For example, a Company may have a Mission of changing the World, helping the Poor or creating more Sustainable Business Practices within a Certain Industry. Mission Statements are typically Action-Oriented Statements that are Brief but Powerful and help outline what the Company Hopes to accomplish.

The Company's Vision is its Future View of the Industry and itself. It contains the Company's Goals for the Business, its Employees and Customers, along with its Place in the World.... However, it’s easy to lose Sight of Value Creation and get sidetracked by Other Things like Profit Margins, expanding your Product Catalogs, or Competitors.

These Statements unify the Organization and keep everyone focused on what really matters – because if you get these Things right, the Profits will follow.

A Mission Statement is a Concise Explanation of the Organization's Reason for Existence. It describes the Organization's Purpose and its Overall Intention. The Mission Statement supports the Vision and serves to communicate Purpose and Direction to Employees, Customers, Vendors and Other Stakeholders.

A Vision Statement looks forward and creates a Mental Image of the Ideal State that the Organization wishes to achieve. It is Inspirational and Aspirational and should challenge Employees.

A Values Statement lists the Core Principles that guide and direct the Organization and its Culture. In a Values-Led Organization, the Values create a Moral Compass for the Organization and its Employees. It guides Decision-Making and establishes a Standard against which Actions can be assessed. These Core Values are an Internalized Framework that is shared and acted on by Leadership.

Management cannot create a New Values Statement or Ethics Code and expect Immediate Change. For an Organization to have an Effective Values Statement, it must fully embrace its Values and Ethics at All Levels of the Company and use them daily to guide its Attitudes, Actions and Decision-Making.

Source: Exchange with Daniel BAAL, General Manager of Crédit Mutuel Alliance Fédérale.
Animated by Jérôme Brosset, Associated Lawyer (August Debouzy) and Ludovic de Talancé, Lawyer (August Debouzy).
Moderator: Nicolas Narcisse, Vice-President of HAVAS Paris and Founder of "mouvement #NEWDEAL".
On Tuesday April 12, 2022 @ Auguste Debouzy Headquarters in Paris.

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