"Vision without action is a daydream. Action without vision is a nightmare."

- Japanese Proverb

Everyone can agree that business runs much more smoothly when everyone is on the same page. That common understanding is best achieved when your business is built on a strong foundation of shared beliefs that guide behavior (values), and when those principles are used to shape a clear picture of where your business aspires to be (vision).

Without either, we are aimless and unable to grow efficiently; With both, we are motivated by a strong sense of what we believe in and can effectively prepare for the anticipated future of the business.

INSIDE THE COMMUNITY

We asked an IFBE insider what vision and values mean to him...

Taylor Fernley, Fernley & Fernley
IFBE Member 2016

Q. Looking back at your company's history, how would you rate the level of importance of having a shared vision to your continued success?

A: On a scale of 1 - 10, it would be an "11". There is nothing (repeat, nothing) more important than having alignment throughout your entire organization on the organization's vision. Without it, silos are created, inefficiencies abound, and achievement of the company's strategic goals will be compromised. In my humble opinion, a shared vision must be central to and in all corporate
Q: What values have been passed down through the generations to guide your vision for the company and the family?
A: Fernley & Fernley has long been dedicated to a single mission: ADVANCING THE MISSION OF OUR CLIENTS. This mission stands front and center and is supported by our core values of:

1. Advancing Integrity and Ethics
2. Always Placing the Client First
3. Fostering Professional (thought) Leadership
4. Commitment to Social Responsibility

Everything we do follows these values. My role as leader is to serve as the catalyst to allow staff to remain focused on our values as we continue to grow and prosper.

Q: What do your vision-building sessions generally look like?
A: We have no designated "session" to build upon our vision; rather, we simply "walk the walk" every day. We take every opportunity to live our vision by our actions (again, verbal and written). Our vision and values are built into the fabric of everything that we do. And we exercise ruthless discipline to their adherence. Put another way, it is just in our DNA.

Fernley and Fernley founded the association management industry in 1886. Since then, five generations of Fernleys have served this important sector, providing a wide range of events management, communications, and educational services. We are proud that our clients have spanned the entire business world - from transportation and law to healthcare and retail - throughout the nation. Currently, Fernley and Fernley manages approximately 20 of the nation's leading nonprofit, membership-based organizations.
SAVE THE DATES

Thursday, March 23, 2017
Family Business Legacy Speaker Series
featuring Di Bruno Bros.
5:30-8pm
MEMBERS & PARTNERS: FREE
OPEN TO THE PUBLIC

Register now!

Thursday, April 27, 2017
Family Business Seminar: Successful Succession, Getting In & Getting Out
in partnership with Wells Fargo and Abbot Downing
8-10:30am
MEMBERS & PARTNERS FREE

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