

Seren LLC: Clarity at Work

Vision, Mission, and Values

Vision	We envision a world in which people at work and at play understand and appreciate the direction of their organization and their own roles in that direction.
Mission	Provide strategic and communication services that allow organizations to see their way more clearly.
Our Values and Guiding Principles Sum up some Paradoxes We Hold True.	<p>Clarity and Flexibility. To move forward, people and organizations need a sense of direction. Yet a structure that is too rigid will not allow anyone to respond to opportunities that arise on the way. We believe in creating solutions and products that give enough light to find the way, without being blind to other possibilities.</p> <p>Growth and Tradition. We learn every day: something new about the world, our clients, or ourselves always waits to be discovered. But there are also the things that we know are right, that we know will work...and we never lose sight of those.</p> <p>Relationships and Professionalism. We like to work with people we like. We are easy to work with and prefer to work on a relationship, not a transaction, basis. At the same time, we are professionals and we never take a relationship for granted.</p> <p>Efficiency, Collaboration and Autonomy. (The three-way paradox.) We like to do things right the first time, with a minimum of muss and fuss. We also believe in collaboration and consensus, even though they can be messy and inefficient. Messiness often gives you a better result, if it is created with purpose and genuineness. At the same time, we recognize the role of leadership; sometimes a leader must make autonomous decisions.</p> <p>Integrity. Integrity is the foundation of how we live and work. Some things are just right. You just do them. That's all. Jacques Cousteau said, "Without ethics, everything happens as if we were all five billion passengers on a big machinery and nobody is driving the machinery. And it's going faster and faster, but we don't know where."</p>

How We Measure Success:

Growing relationships with organizations needing strategic planning and facilitation.	Growing subcontract relationships with consultancies.	Serving non-profits that are doing work that is important to us.	Growing our base of licensed products that are independently revenue-generating.
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Our Specific Objectives: 2006

One new strategic planning or facilitation client / quarter. One repeat strategic planning or facilitation client / quarter.	20 hours of traditional consulting work / week. 1 2-day session on a subcontract basis / quarter.	One pro-bono strategic planning process / quarter. Two discounted strategic planning non-profit clients / year.	Increase revenue generated by products by 10% / year. Increase number of products by two / year. Publish two articles and one book / year.
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