

Developing Your Vision and Mission Statements

CREATING A VISION STATEMENT

What or Who Do We Want to Be?

Create one sentence that describes the long-term change that will result from your work. What is the desired or ideal state? It should be used to lead the group or organization in achieving quality results.

Tips to Create Your Vision Statement

- Make it clear and simple.
- Avoid elaborate language and buzz words.
- It needs to be easily explained by those involved.
- Don't confuse it with your mission statement.

To Get Started, Ask:

- What needs to be changed?
- What are the issues or problems?
- Why should you address these issues?
- What are your strengths and assets?
- What are the strengths and assets of those you are serving?
- What does the ideal state look like?
- What would success look like?

Utilize Post-it® notes to brainstorm your ideas. Then, create an affinity chart with the answers to these questions. Group similar thoughts together and create a heading to describe the key elements or themes. Identify points of common ground and divergence. Process through these ideas until you land on your vision statement.



Organization Vision Example:

“Healthier human and natural communities.” —Riveredge Nature Center

Wellness Program Vision Example:

“To build a culture of wellness at ChildServe by engaging full time staff in wellness programs that support their journey to a healthier lifestyle.” —ChildServe

CREATING A MISSION STATEMENT

Why Do We Do What We Do?

Create one sentence that broadly describes what you do, whom you serve, and why you are distinctively qualified to provide that product or service. This will become a practical tool that you will use to make decisions about priorities, actions, and responsibilities.

If a mission statement already exists, review it for possible updates if your vision statement is evolving.

Tips to Create Your Mission Statement

- Make it clear and simple.
- Avoid elaborate language and buzz words.
- It needs to be easily explained by those involved.
- Don't confuse it with your vision statement.
- It needs to be something that people will recognize as yours.

To Get Started, Ask:

- What type of program/organization are you and what is important to you?
- What problem or need do you exist to address?
- What's the all-encompassing way to describe the work you do?
- What do you do the work for?
- Where do you do the work?
- How are you unique in what you do?

Using these ideas, complete this statement as a group:
We are doing [what], for [who], because [why].

Organization Mission Example:

“To enable all young people, especially those who need us most, to reach their full potential as productive, caring, responsible citizens.” —Boys & Girls Club of America

Wellness Program Mission Example:

“To help staff in living a great life by supporting their holistic wellness/wellbeing by offering programming that builds awareness and knowledge and supports positive healthy behavior.” —ChildServe