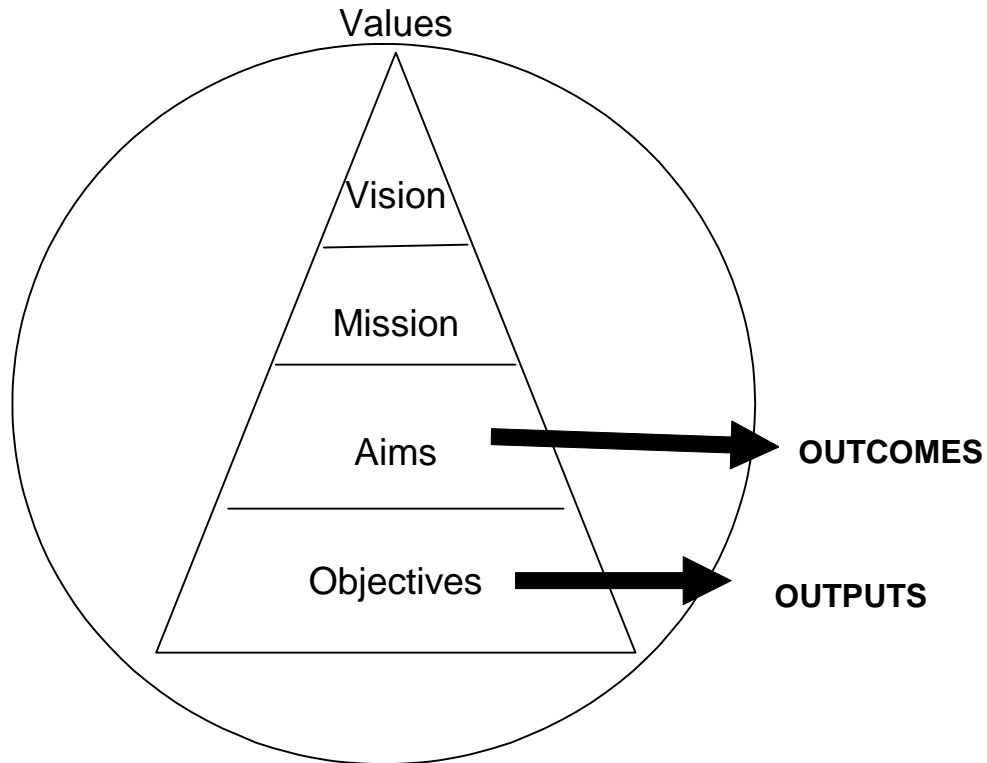# QUICK REFERENCE TO CREATING VISION, MISSION & VALUE STATEMENTS

The **Vision, Mission and Values** statements identify what the business is and what it stands for, how it wants to be seen, and how it wants to go forward.

Vision is at the top of the pyramid is the most general statement – as you work your way down the statements get more and more specific until the objectives explain what the enterprise will actually do. Values encompass the whole enterprise – whatever it does will always be guided by values.

Outcomes = the change you are going to bring to or on behalf of your clients

Outputs = how you are going to achieve that change that you plan to do.

Vision Statement - *"What is our preferred future?"*

A *vision* is a statement about what your organization wants to become. All members of the organization should be able to identify with it and it should help them feel proud, excited, and part of something much bigger than themselves. A vision should stretch the organization's capabilities and image of itself. It gives shape and direction to the organization's future.

Visions range in length from a couple of words to several pages; the shorter it is, the easier it is to remember. Effective vision statements are clear, concise, catchy and memorable.

Vision Statements samples:

* Creating a world where no Canadian fears cancer (*Canadian Cancer Society*).
* To become the most competitive enterprise in the world by being number one or number two in market share in every business the company is in (*General Electric*).
* Land a man on the moon and safely return him to earth by the end of this decade (*President John F. Kennedy*).
* To be the world's best in chemicals and electronic imaging (*Kodak*).

Mission Statement - *"What business are we in?"*

When properly constructed, a mission statement should provide a clear, concise description of an organization's overall purpose. A *mission statement* should answer three questions:

- What do we do?
- How do we do it?
- For whom do we do it?

This can enable large groups of individuals to work in a unified direction toward a common cause. A good mission statement is compelling, passionate, and energizing. It should be risky and challenging, but also achievable.

An effective mission statement has these key characteristics:

- **Clear:** No complex words; no awkward wording.
- **Concise:** The fewer words the better; less than 25 if possible.
- **Catchy:** Snappy sounding without using slang or colloquialisms.
- **Memorable:** Easy to recall; easy to explain.

Mission Statements samples:

- "Our goal is simply stated. We want to be the best service organization in the world" (*IBM*).
- "To give ordinary folk the chance to buy the same thing as rich people" (*Walmart*).
- "To offer the best possible personal computing technology, and to put that technology in the hands of as many people as possible" (*Apple Computer*).

Values Statement - *"What do we stand for?"*

Your VALUES define what your business stands for — they are your core rules. They provide the bounds or limits of how the employees will conduct their activities while carrying out the vision and mission. They are statements about how the organization will value customers, suppliers, and the internal community. Once defined, the values that are important to your organization should be reflected in everything you do.

Value Statements samples:

- **Respect** - we believe that all people should be treated with consideration and dignity. We cherish diversity.
- **Caring** – we are committed to serving with empathy and compassion.
- **Teamwork** – we are committed to effective partnerships between volunteers and staff, and we seek opportunities to form alliances with others.
- **Integrity** – we are committed to act in an ethical, honest manner.

Mistakes to Avoid

- Don't regurgitate a description of your business.
- Don't make it boring.
- Don't make it the length of a thesis.
- Don't fake emotion.

- If you don't believe it, don't include it.
- Use only language common within the
- Business.
- Don't lie or claim to be something you aren't.
- Don't forget to get the input of everyone on your team.

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