

Mission and Vision

“Mission” ... defined

- ... defines the fundamental purpose of an organization.
- ... succinctly describes the reason for existence.
- ... serves as the foundation for organizational identity.

Guiding Questions...

- Why do we exist?
- What do we do?
- For whom do we do it?
- How do we do it?
- What key purpose do we serve?

“Vision” ... defined

- ... is future-focused, outlines what the organization aspires to be.
- ... provides a source of inspiration, used to guide decision-making.
- ... illustrates how the organization seeks to transform the world around them.

Key Elements:

- Articulates aspirations
- Gives a panoramic view of “where we are going”
- Charts a strategic path
- Is distinctive and specific
- Captures emotions, steers in a common direction
- Is challenging and a bit beyond reach

Guiding Questions...

- What is the ideal to which we aspire?
- How do we want to be seen/described/viewed by others?
 - In 5 years? In 10?
- What will be our unique contribution to the world around us?
- How are we preparing for the most influential trends in our field?