

VISION STATEMENT

“An overarching statement of the way an organization wants to be; an ideal state of being at a future point”

1. It defines WHERE an organization wants to be.
2. It is what an organization WANTS TO BECOME.
3. It is the VISION toward which the organization is moving.

The purpose is to **INSPIRE** and be the emotional driver that guides the organization toward the future.

FUTURE oriented: Timeframe: 5, 10 or more years

Questions to answer when development the statement:

- Where do we aim to be?
- What will we be in the future?

When development a Vision statement you have to think about **VALUES**: how does your organization improve people’s lives? How do you make the world a better place?

Keywords: effort, respect, wealth, happiness, justice, trust, relationships, excellence, integrity, teamwork, originality, equality, honesty, freedom, strength, quality, cooperation, loyalty, contribution, etc.

An effective Vision Statement should:

1. be brief and memorable
2. be written in an inspirational way
3. have clarity
4. be achievable
5. align with organizational values and culture

The Final Word ...

It is very important to be creative and *think outside of the box!*

MISSION STATEMENT

“An organization’s purpose”

1. It defines what the organization DOES, WHO it does it for; and HOW it does what it does.
2. It is what an organization IS.
3. It is the definition of why the organization EXISTS currently and the boundaries within it operates.

The purpose is to **INFORM** employees, customers, partners, and prospects of what the organization does.

PRESENT leading toward the future: Timeframe: 1 to 3 years

Questions to answer when development the statement:

- What do we do today?
- For whom do we do it?
- How do we do it?
- What makes us different?
- What value do we provide?

When development a Mission statement you talk about **ACTIONS**.

Keywords: expand, create, facilitate, educate, do, produce, fulfill, support, advertise, evaluate, access, promote, apply, etc.

An effective Mission Statement should:

1. be written in present tense
2. be short (1 or 2 sentences),
3. be clear and powerful
4. describe exactly what the organization does

The Final Word ...

It is very important to focus on one question: *What makes us different?*



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