

DEVELOPING YOUR MISSION & VISION 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
- » Explained easily by those involved
- » Avoid elaborate language and buzz words
- » Don't confuse it with your mission statement

TO GET STARTED ASK: (Brainstorm with post it notes)

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

Using the answers to the questions, create an affinity chart. Group similar thoughts together and then 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: [Riveredge Nature Center] Healthier human and natural communities.

Wellness Program Vision: [ChildServe] To build a culture of wellness at ChildServe by engaging full time staff in wellness programs that support their journey to a healthier lifestyle.

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

TO GET STARTED ASK: (Brainstorm with post it notes)

- » What type of program/organization are you and is it important?
- » Who do you do the work for?
- » What problem or need do you exist to address?
- » Where do you do the work?
- » What's the all-encompassing way to describe the work you do?
- » 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: [Boys and Girls Club] To enable all young people, especially those who need us most, to reach their full potential as productive, caring, responsible citizens.

Wellness Program Mission: [ChildServe] 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.