

Faith & Community Together

MISSION, VISION, VALUES

A

WORKSHOP

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MISSION STATEMENT

Definition: *Mission* describes the overarching purpose of the organization—the reason it exists.

Your mission statement **answers** the questions:

- ✓ Who are you, as an organization?
- ✓ Why do you exist?
- ✓ What do you do?
- ✓ Who do you serve?

It should **include**:

Purpose – A *sentence* that describes the **end** result the organization seeks. Purpose statements usually include two phrases:

- An infinitive that indicates a change in status, such as -- *to increase, to decrease, to prevent, to eliminate*
- An identification of the problem or condition to be changed.

Business – A *description* of the primary **means** used to accomplish that purpose. This statement outlines the "business" (i.e., activities or programs) your organization chooses, in order to pursue its purpose. Specifically, you must answer, "*What activity are we going to do to accomplish our purpose?*" Business statements often include:

- The verb "*to provide*" or link a purpose statement with the words "*by*" or "*through*".



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VISION AND VALUES STATEMENT

Definition -- A *Vision* is a guiding image of success. It is pursuit of this shared image of success that inspires, motivates and guides people to work together.

Some **criteria** to guide in developing and assessing the effectiveness of a vision statement are:

- ✓ It answers the question, “What will success look like?”
- ✓ It is compelling,
- ✓ It challenges and inspires the group to stretch its capabilities to achieve its purpose,
- ✓ It focuses first on the client to be served or impacted,
- ✓ It describes what the organization will look like when functioning effectively.

Vision statements begin with intuition and ideas, evolve through discussion and result in a shared sense of direction and motivation.

Definition -- *Values* are beliefs that your organization’s members hold in common and endeavor to put into practice.

- Values guide your organization’s members in performing their work.
- They answer the question --“What are the basic beliefs that we share as an organization?”
- Adherence to the organization’s values, “walking the talk”, fosters individual and organizational integrity



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WORKSHOP GOALS

- To establish mission, vision, values as the foundation for successful development of an organization and the cornerstone for effective performance results
- To provide a framework for developing a mission statement for your organization or assessing the extent to which your current mission statement is aligned with the needs of those you serve
- To explore and understand the dynamic relationship that exists between an organization's vision and values and the behaviors and practices that enable success

WORKSHOP AGENDA

- **OPENING AND INTRODUCTION**
- **ESTABLISHING MISSION – “WHAT DO YOU DO?”**
- **EXAMINING VISION AND VALUES – “WHERE ARE YOU GOING AND HOW ARE YOU GOING TO GET THERE?”**
- **CLOSURE AND APPLICATION**



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Worksheet A

DEFINING OUR MISSION

PART I

What is the problem(s) that (your organization) exists to solve? What need(s) does this organization exist to resolve? **(i.e. homelessness)**

- *Who is affected by the problem?*
- *How would the RI community be improved, changed or different if your organization's efforts were successful in solving the problem or responding to the need?*

PART II

What is the purpose of (your organization)? **(i.e. eliminate homelessness)**

- *Why does it exist?*
- *What is the ultimate outcome or result you are hoping to achieve?*

PART III

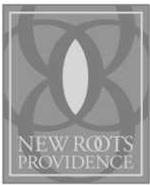
What business are you in? What do you do to fulfill your purpose? What is the broadest way in which you could state your work? **(i.e. providing job training)**

PART IV

For whom do you do this work? Who is your target population, your audience, your market? **(i.e. homeless individuals)**

PART IV

Where do you do your work? What are your geographic boundaries? **(i.e. the State of RI)**



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Worksheet B

ASSESSING OUR MISSION

PART I

Why do you exist? (*i.e. homelessness*)

PART II

What are the end results, the outcomes your organization strives to create for the community?
What's your purpose? (*i.e. eliminate homelessness*)

PART III

What business are you in? What do you do to fulfill your purpose? What is the broadest way in which you could state your work? (*i.e. providing job training*)

PART IV

For whom do you do this work? What is your target population, your audience, your market?
(*i.e. homeless individuals*)

PART IV

Where do you do your work? What are your geographic boundaries? ? (*i.e. the State of RI*)



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MISSION EXERCISE -- DIRECTIONS

I. INDIVIDUALLY:

- **Complete** the appropriate Mission Worksheet
- Based on your responses to the questions asked, **draft** a mission statement for your organization that reflects its purpose and business.

Or

- **Edit** your current mission statement to more accurately reflect your organization's purpose and business

Your Draft Mission Statement

II. SELECT A FEEDBACK PARTNER

- **Share** your results
- **Use** the following questions to evaluate the effectiveness of your draft mission statement:
 - ❑ Could someone reading your mission statement recognize that it is your organization/agency's mission statement and not another's?
 - ❑ How might your mission statement help your organization/agency make decisions about its priorities, actions, and responsibilities?
- **Discuss** your findings, issues and concerns (10 min.)
- **Switch** (10 min.)



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VISION-VALUES EXERCISE

Vision and Values are more than just words. They can be practical, tangible tools you can use to lead your group or organization in achieving quality results.

BACKGROUND

Your organization has established a vision and set of values. You will be a member of a team of drivers from the organization. Your team is about to make a 500-mile trip during which it must “live” the values and work toward achieving the vision.

Study your assigned organization’s vision and values. With your team (table group members), develop two or three practices, processes, actions or behaviors for each value that will help the team achieve the vision and live the values.

Be prepared to discuss your examples and rationale with the large group.



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VISION-VALUES EXERCISE

Organization #1

Vision

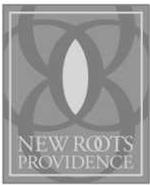
We will become the number one small-town bus touring company by providing the most enjoyable tour routes along back-country roads

Values

- Quality
- Collaboration
- Innovation
- Learning
- Quality of Life for Staff

DIRECTIONS

- For **each value**, come up with **two or three examples** of **the practices, processes, actions, or behaviors** that could apply to the team or organization to help achieve the vision and live the values.
- Write examples on the flipchart provided
- Select a spokesperson
- Present your examples and rationale to the large group



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VISION-VALUES EXERCISE

Organization #2

Vision

We will become the number one pet delivery company by holding all speed records for delivery trips between major cities nationwide.

Values

- Empowerment
- Collaboration
- Innovation
- Learning
- Quality of Life for Staff

DIRECTIONS

- For **each value**, come up with **two or three examples** of **the practices, processes, actions, or behaviors** that could apply to the team or organization to help achieve the vision and live the values.
- Write examples on the flipchart provided
- Select a spokesperson
- Present your examples and rationale to the large group