

WRITING VISION AND MISSION STATEMENTS

| | Mission Statement | Vision Statement |
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| About | A Mission statement talks about HOW you will get to where you want to be. Defines the purpose and primary objectives related to your customer needs and team values. | A Vision statement outlines WHERE you want to be. Communicates both the purpose and values of your business. |
| Answer | It answers the question, "What do we do? What makes us different?" | It answers the question, "Where do we aim to be?" |
| Time | A mission statement talks about the present leading to its future. | A vision statement talks about your future. |
| Function | It lists the broad goals for which the organisation is formed. Its prime function is internal; to define the key measure or measures of the organisation's success and its prime audience is the leadership, team and stockholders. | It lists where you see yourself some years from now. It inspires you to give your best. It shapes your understanding of why you are working here. |
| Change | Your mission statement may change, but it should still tie back to your core values, customer needs and vision. | As your organisation evolves, you might feel tempted to change your vision. However, mission or vision statements explain your organisation's foundation, so change should be kept to a minimum. |
| Developing a statement | What do we do today? For whom do we do it? What is the benefit? In other words, Why we do what we do? What, For Whom and Why? | Where do we want to be going forward? When do we want to reach that stage? How do we want to do it? |
| Features of an effective statement | Purpose and values of the organisation: Who are the organisation's primary "clients" (stakeholders)? What are the responsibilities of the organisation towards the clients? | Clarity and lack of ambiguity: Describing a bright future (hope); Memorable and engaging expression; realistic aspirations, achievable; alignment with organisational values and culture. |