

# Vision, Mission, Values

# Vision Statement

This is a short statement expressing what we see, looking 10...20 years in the future, assuming that the organization has been extremely successful in its objectives

- The best vision statements are short, clear and somewhat emotional
- They use strong words and the present tense
- They are specific, challenging, memorable, inspiring

This is not a statement of what we are currently doing – this will come next...

Why do we need a vision statement?

- A vision statement is like a photograph of what the world will be like in the future
- It gives your business shape and direction
- It provides motivation to keep going

# Examples of Vision Statement

“A world without Alzheimer’s disease and other dementias” – the Alzheimer Society

“A just world without poverty” – Oxfam

“Make people happy” – Disney (formerly)

“Every person going home safe and healthy every day” – Barrick safety department

“A better everyday life for many people” – Ikea

“A world where children are protected, valued, and can thrive.” – Boost CYAC, Toronto

# Mission Statement

This is a longer statement, with possibly more than one sentence, expressing what the organization is currently doing and how it stands out among its peers

- The best mission statements focus on core competencies
- What are the two or three things that Boost CYAC does best?
- What value do you bring to the table today?

Why do we need a mission statement?

- This statement explains to the outside world why you exist and what you are doing
- It will give a short description of who you are to potential donors who might not have the time to read long descriptions
- This statement often becomes the basis for the organization's strategic objectives

# Examples of Mission Statement

“We create lasting solutions to poverty, hunger, and social injustice” – Oxfam

“We inspire lifelong learning, advance knowledge, and strengthen our communities” – New York Public Library

“We prevent and cure diabetes and we improve the lives of all people affected by diabetes” – American Diabetes Association

“We work in nearly 70 countries providing medical aid to those most in need regardless of their race, religion, or political affiliation” – Doctors Without Borders

“We are a conservation, education, and recreation organization dedicated to the reproduction, protection, and exhibition of animals, plants, and their habitats” – San Diego Zoo

# Values Statement

Values are the things that you believe are important in the way you live and work. All of us have values, whether consciously or not. Organizations have values too. Company values are a key component of company culture.

Why do we need a values statement?

- They are the essence of the company's identity and determine priorities
- Company values reflect what is being praised, what is being scorned upon...
- When company values match your personal values, life is usually good. When company values don't align with your personal values, that's when things feel... wrong

# Example of Company Values

## **Starbucks Coffee**

1. Creating a culture of warmth and belonging, where everyone is welcome.
2. Acting with courage, challenging the status quo and finding new ways to grow our company and each other.
3. Being present, connecting with transparency, dignity and respect.
4. Delivering our very best in all we do, holding ourselves accountable for results.

## **Adidas**

1. Performance: Sport is the foundation for all we do and executional excellence is a core value of our Group.
2. Passion: Passion is at the heart of our company. We are continuously moving forward, innovating, and improving.
3. Integrity: We are honest, open, ethical, and fair. People trust us to adhere to our word.
4. Diversity: We know it takes people with different ideas, strengths, interests, and cultural backgrounds to make our company succeed. We encourage healthy debate and differences of opinion.