



**School's Out™
Washington**

MISSION, VISION, VALUES TOOLKIT

PREPARED BY COLLABORATIVE PARTNERS INITIATIVE, LLC



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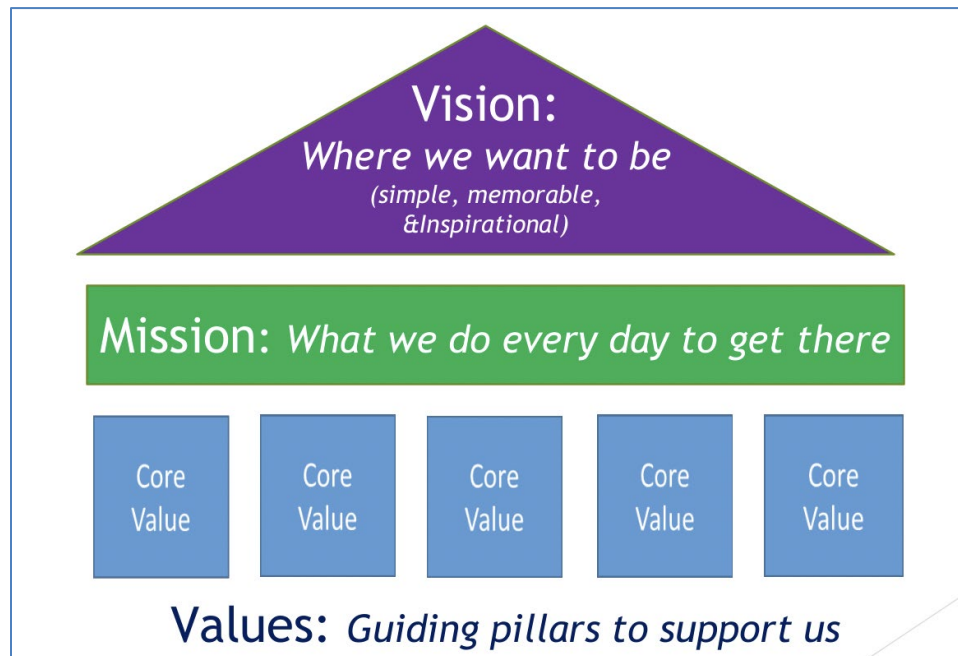
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MISSION, VISION, AND VALUES

Having a mission, vision, and a core set of values forms the foundation for an organization. These cornerstones describe an organization's purpose, direction, and service to the community. When your core purpose, values, and vision are all aligned, it creates a firm footing on which your organization can weather any storm.

Your **Vision** is the ideal state where your organization wants to be. It is simple, memorable, and even inspirational. Your **Mission** is what you do every day to get to that ideal state. Your Mission statement also describes your reason for existence— why does your organization do what it does? Your core **Values** are the guiding pillars that support your mission and vision. In other words, the Value Statement lists the principles that guide and direct the organization and its culture.



“Vision, Mission and Values” (Accel 180)

BUILD THE FOUNDATION

One of the first essentials needed in any organization is a strategic vision/plan. This helps your organization achieve desired results and identify goals that need to be accomplished. Having a strategic plan can help your organization's focus to move your mission and vision forward while also helping you evaluate your progress, strengths, and needs. Planning can provide your organization with a

roadmap to achieve your goals for your clients, your stakeholders, and the community you serve. Strategic vision can give you an overview of where you want to go and what you want to be and establish clear expectations and standards for the whole community that help you reach common goals.

The chart below can help you outline your organization's mission, vision, and core values template for your organization.

You can also apply the Hedgehog Concept. Jim Collins, in his article [Good to Great](#), outlines this concept in detail. The Hedgehog assessment process is focused in three areas:

- What is your organization deeply passionate about?
- What does your organization do better than anyone else?
- What drives your organization's funding and resource engine for organizational sustainability?

Building the Foundation to Plan our Success
Mission - Why we exist We exist to...
Vision - What we are working toward; our aspirational picture of our preferred future We will...
Hedgehog - How we are delivering on our unwavering, focused strategy to achieve our mission (10 years out) 1. Our Why (we are most energized by and deeply passionate about): 2. Our What (we are the best in the world at): 3. Our Value (our economic engine is fueled by):
Core Values - How we intend to conduct ourselves in service of our mission and vision 1. 2. 3. 4. 5.

Template provided by Acce1 180

A VISION STATEMENT

- A vision statement describes the desired long-term results of the organization's efforts.

- It is future-based and meant to inspire and give direction to the staff and board members rather than the client.
- A vision should motivate the team to make a difference and to be part of something bigger than themselves.
- Demonstrates how the world will be different with your organization in it.

SOME GENERAL GUIDELINES TO FOLLOW:

- Define your organization's overall mission and goals.
- Set specific, long-term, and short-term goals you would like to reach that help you advance towards your mission.
- Create a clear plan to reach these goals.
- Create teams and assign a person and/or a team who is going to be responsible for ensuring the success of a goal.
- Assist in providing guidance and steps to achieve the goal.
- Collaborate with your team on a timeline to help create these goals.
- Create a tracker/schedule to help complete each one.

Vision Statement Examples

- [Habitat for Humanity](#): "A world where everyone has a decent place to live".
- [YMCA](#): "A commitment to a better future – for all."
- [IKEA](#): "To create a better everyday life for the many people."

A MISSION STATEMENT

A mission statement is what we do every day to work towards achieving our vision. Therefore, it describes what we do, whom we serve, and how we serve them.

You can create brainstorming boards that can include your aspirations for the year ahead and any ideas about how your organization will evolve and grow . Whichever you choose, it's important to break goals into achievable pieces

Questions to consider

- Who do we serve?
- What do we do best?
- What makes us distinct/unique?

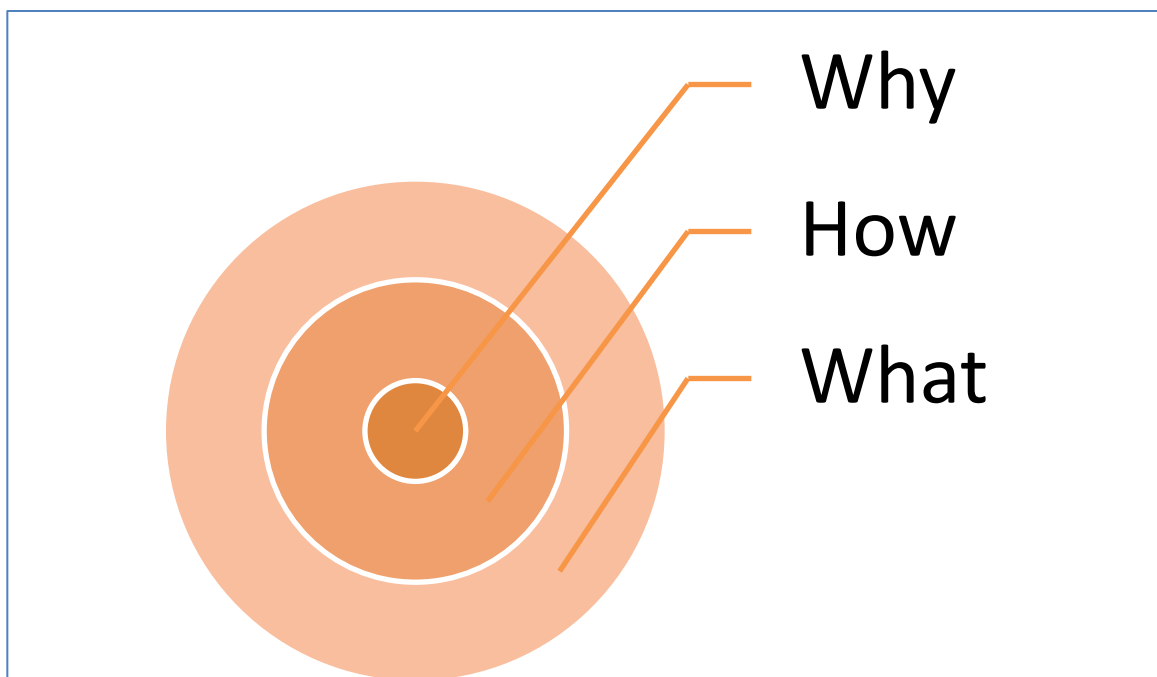
Mission Statement Example

A mission statement includes a basic description of the organization, its purpose, and its goals. Once you jot down your ideas, your mission statement could start as, for example, *XYZ's mission is to empower the youth to create a roadmap for themselves to be successful in refurbishing parks which will improve their neighborhood or their communities.*

Why do you do what you do?

It might seem simple to explain what your organization does and how it carries out that work. However, to make the biggest impact, it is also crucial to know why you do what you do. This is part of what's called The Golden Circle principle, developed by Simon Sinek, a leadership expert. Imagine a set of nesting circles—one is largest, one is smaller and fits within that, and the smallest sits in the center, like a bullseye. The largest, outer circle is your organization's mission— **what you do**. The next biggest circle is **how you carry that out**. Finally, the smallest circle in the center is **why you do what you do**. That's the golden circle. Without it, the other circles lack impact and depth.

The Golden Circle



Knowing why your organization exists will help bring your strategy and your goals into alignment. For example, an organization that works towards creative solutions for homelessness might have been started because the founders

wanted to facilitate a sense of belonging and connection with love and empathy because they saw that those things were lacking in their community.

In this example, being able to articulate their “why” would allow that organization to connect with potential donors, board members, and volunteers from a heart-centered place. They are not trying to end homelessness because they want their streets to look cleaner; the reason they want to find solutions for homelessness is because people they see every day on the streets don’t feel like they belong and don’t receive empathy and love from the local community. That is the “why” that motivates the actions of their nonprofit and propels them forward. Being able to articulate this “why” sets them apart from other organizations that might also be working on homelessness; it gives them a unique voice.

To come up with your own organization’s “why,” think about what motivates you. What made you start this work? Why do you see it as important? The “why” should be more emotional than your mission or vision; it should come from how you feel and be connected to your senses.

CORE VALUES

Core values describe how we conduct ourselves to service our mission and vision. Values support and guide us in service of our mission and vision. They set expectations for how we behave with each other and our service beneficiaries .

Examples of Core Values

- Equity and Social justice
- Accountability and Transparency
- Collective Responsibility
- Simplicity
- Empathy, Compassion, and Respect

SHARED VISION

Creating alignment with a shared purpose and vision is one key to building a successful team or partnership. So, what is shared vision?

- It defines who you are, where you’re going, and how you’ll get there. In fact, its two core components are a core ideology and envisioned future. What’s more, a shared vision happens when both leadership and staff not only want the same things for the organization, but also work together to accomplish these things.

- It begins with everyone, not just the leadership team, thus creating common interests and a shared sense of purpose across everything that happens in the organization. It should be palpable to your audience. That's the goal.

Team members become more involved when the vision reflects the organization's core purpose and values. When a shared vision inspires ownership, commitment, and alignment, it answers questions like:

- What is this organization's primary purpose?
- What are my core values, and does this company represent them well?
- What does the future of this organization look like?
- What do we want to accomplish over the longer term?

Shared vision serves three purposes:

1. In an organization, it shows the direction an organization is heading.
2. It motivates staff to take any action that helps them move in the direction, even if there is conflict.
3. Implementing an organization's vision makes actions a coordinated and collaborative effort bringing about efficiency and effectiveness.

RESOURCES & REFERENCES

- [Accel 180- https://www.accel180.com](https://www.accel180.com)
- [The Importance of a Shared Vision: https://www.linkedin.com/pulse/importance-shared-vision-chad-glasscock](https://www.linkedin.com/pulse/importance-shared-vision-chad-glasscock)
- [How to Create A Shared Vision In Your Organization: https://www.forbes.com/sites/williamcraig/2019/08/27/how-to-create-a-shared-vision-in-your-organization/?sh=6d6cbfd76a91](https://www.forbes.com/sites/williamcraig/2019/08/27/how-to-create-a-shared-vision-in-your-organization/?sh=6d6cbfd76a91)
- [The Importance of a Shared Vision: https://futurestatecoo.com/blog/shared-vision](https://futurestatecoo.com/blog/shared-vision)
- [What is a Vision Statement: https://www.businessnewsdaily.com/3882-vision-statement.html](https://www.businessnewsdaily.com/3882-vision-statement.html)
- [The Golden Circle Model: https://www.smartinsights.com/digital-marketing-strategy/online-value-proposition/start-with-why-creating-a-value-proposition-with-the-golden-circle-model/](https://www.smartinsights.com/digital-marketing-strategy/online-value-proposition/start-with-why-creating-a-value-proposition-with-the-golden-circle-model/)