Mission and Vision:

Providing leadership for the present and a vision for the future while honoring history.
DISCUSSION POINTS

• Definition of mission and vision statements
• The importance of mission and vision statements
• How to develop mission and vision statements
• Why they should exist at every level of command
WHAT IS A MISSION STATEMENT?

- Describes what the organization does *(current capabilities)*
- Who it serves *(members)*
- Makes the organization unique *(justification for existence)*
FUNCTION OF A MISSION STATEMENT

- Serves as a lighthouse or compass
- Gives direction
- Foundation to build on
- Default leadership tool
- Tells the organizational story
WHAT IS A VISION STATEMENT?

• Reflects where you want to go
• Creates shared understanding
• Helps guide through societal changes
• Makes people aware of our cause
FUNCTION OF A VISION STATEMENT?

- A guide to make decisions and work through problems
- Working together
- Accomplishing goals
- Sees through limitations and obstructions
- Can be bold or conservative
## WHY ARE MISSION AND VISION STATEMENTS IMPORTANT?

<table>
<thead>
<tr>
<th>Mission Statement</th>
<th>Vision Statement</th>
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</thead>
<tbody>
<tr>
<td><em>Foundation of existence</em></td>
<td><em>Building the best future on the foundation</em></td>
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<tr>
<td><em>The non-negotiable purpose</em></td>
<td><em>A goal to lay the road ahead</em></td>
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<tr>
<td><em>Answers: “What are we going to do?”</em></td>
<td><em>Answers: “What are we going to do in the future?”</em></td>
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<tr>
<td><em>Answers: “How are we going to do it?”</em></td>
<td><em>Answers: “How do we get there?”</em></td>
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HOW TO DEVELOP A MISSION STATEMENT

Start by answering these questions:

• What is most important – what we CANNOT fail to do?
  ▪ What actions are vital?
  ▪ How do we accomplish them?

• Am I proud to support this mission?

• Will others be proud to support this mission?

Then, write it clearly in one to four sentences.
HOW TO DEVELOP A VISION STATEMENT

Start by answering these questions:

• How can we make the future we desire?
  ▪ What are we going to do to change or prepare for tomorrow?
  ▪ What kind of people do we need?

• How can we encourage our members and community to work toward this vision?
  ▪ What mental image do we want to convey?

Write it simply in short, powerful words
MISSION VS. VISION

MISSION = PRESENT

VISION = FUTURE
WHY MISSION AND VISION STATEMENTS SHOULD EXIST AT EVERY LEVEL

- Requirements differ by task and purpose
- Posts/districts are unique to the community they serve
- No two posts serve their communities the same way
- Continuity of purpose
Thank You!

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