



THE AMERICAN LEGION

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?

Mission Statement

- Foundation of existence
- The non-negotiable purpose
- Answers: “**What** are we going to do?”
- Answers: “**How** are we going to do it?”

Vision Statement

- Building the best future on the foundation
- A goal to lay the road ahead
- Answers: “What are we going to do **in the future?**”
- Answers: “How do we get **there?**”



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



THE AMERICAN LEGION

Thank You!

This institution is an equal opportunity employer.