



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**



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## **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



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Thank You!

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