



Mission, Vision, and Values Definition

Organization: <company name>

Mission Statement Definition

Mission Statement Defined: A corporate mission statement defines what the corporation does, who it serves, and how it serves (creates value for) its clients. It is designed to provide clarity of focus and direction for those in the company and answers the questions of who we serve and how. It also creates clarity of value for those outside the company and answers the question of whether this company can be of value to me and/or my company.

Examples:

To bring affordable outdoor activities and water sports opportunities to all through the use of an environmentally friendly Mount Batten Centre.

PAS improves your key operating objectives for reliability, safety and productivity by empowering people with process knowledge and information to drive maximum returns from plant assets.

The BEC provides the counseling, education, connections and resources required for business success for small and start-up companies with a focus on women-owned, minority-owned and other underserved and aspiring businesses.

Step 1: Develop answers to the three components of the mission statement for <company name>:

- What do we do? What are our products and services?
- Who do we serve? Who finds these products and services of value?
- What value do we provide? What business problem, human need, or desire do our products and services fulfill?

Step 2: Draft a mission statement (one or two sentences) that captures the above components in a compelling manner for <company name>. Note: It may take several drafts.



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Vision Statement Definition

Visions Statement Defined: A corporate vision statement sets a dynamic and compelling view of the corporation at some point in the future. It is an emotional driver to some “big idea” or challenge that drives those in the corporation toward it. It is not intended for those outside the company. It is not a goal, as they should be SMART, but rather it can be a wild, crazy, and even unattainable idea, as long as it provides a deeply emotional drive to accomplish something great that those in the organization can get behind and drive toward.

Examples:

We are the number one provider in outdoor equipment in the world.

We are the global leader in improving the health and lives of people.

We nurture the American dream of small business ownership to strengthen and enrich our community.

Step 1: List ideas for a vision for <company name>. Pick a point in the future, 3, 5 or 10 years from now. What do you envision for the company, yourself, the people in it? Don't be limiting, be creative and think “out of the box” and shoot for the moon! Keep in mind, there are no wrong answers, only the right answers for you!

Some things to consider when defining this vision are:

- **Financial Impact:** The profit and income of the company and your personal income and net worth.
- **Personal Impact:** What will attainment of the vision mean for you personally? Recognition, reward, acclaim, or more time with family, friends and loved ones?
- **Size and growth of the business:** Will it be ever growing with hundreds of employees with regional, national or global reach or a small firm with limited employees and geography.
- **Culture of the business:** Will it be focused on staff and “family” or on serving the customer? Will it be governed by rules and processes or by innovation and change?

Step 2: Now use the above to draft a vision statement (a single sentence) that captures the creative ideas in a compelling manner for driving <company name> forward:



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Values Identification

Corporate Values Defined: Corporate Values are a company's ethical and moral compass and decision making foundation. They are the ideals and ethics that management holds dear. They drive decision making in that they are constantly referred to in the decision making process. That is, when in a tough spot, the answer needs, first and foremost, to be consistent with the company values. They are generally for both internal and external consumption. They tell those in the company how things are done and those outside the company why they want to be associated with this company. Corporate values are best when they are few in number (between 5 and 10) but high in meaning and lived daily.

Step 1: For each of the values listed below, indicate either...

A – Absolutely Critical and Essential. These are required fundamental values that are of critical importance to you and are essential for your business.

B – Important but not essential. These are important values that have a strong meaning for you, but you don't see them as essential to your business.

C – Not important or only somewhat important. These are good values, to be sure, but they are not that important to you and are not the ones you believe are essential to your business!

Add any other values you feel are missing from the list.

- | | | |
|--|--|---|
| <input type="checkbox"/> Accountability | <input type="checkbox"/> Coordination | <input type="checkbox"/> Courage |
| <input type="checkbox"/> Accuracy | <input type="checkbox"/> Command | <input type="checkbox"/> Creativity |
| <input type="checkbox"/> Achievement | <input type="checkbox"/> Communication | <input type="checkbox"/> Credibility |
| <input type="checkbox"/> Aggressiveness | <input type="checkbox"/> Competitiveness | <input type="checkbox"/> Curiosity |
| <input type="checkbox"/> An extended family | <input type="checkbox"/> Concern for Environment | <input type="checkbox"/> Customer Focus |
| <input type="checkbox"/> Attention to Detail | <input type="checkbox"/> Consensus | <input type="checkbox"/> Customer Service |
| <input type="checkbox"/> Care/Caring | <input type="checkbox"/> Continuous Improvement | <input type="checkbox"/> Decisiveness |
| <input type="checkbox"/> Cleanliness | <input type="checkbox"/> Control | <input type="checkbox"/> Discipline |
| | | <input type="checkbox"/> Diversity |



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<input type="checkbox"/> Drive	<input type="checkbox"/> Mentoring	<input type="checkbox"/> Safety
<input type="checkbox"/> Energy	<input type="checkbox"/> Morale	<input type="checkbox"/> Speed (of Operations)
<input type="checkbox"/> Entrepreneurship	<input type="checkbox"/> Nurturing	<input type="checkbox"/> Standardization
<input type="checkbox"/> Excellence	<input type="checkbox"/> Organization	<input type="checkbox"/> Structure
<input type="checkbox"/> Fun	<input type="checkbox"/> Openness	<input type="checkbox"/> Systemization
<input type="checkbox"/> Getting the Job Done	<input type="checkbox"/> Patriotism	<input type="checkbox"/> Teamwork
<input type="checkbox"/> Harmony	<input type="checkbox"/> Performance	<input type="checkbox"/> Timeliness
<input type="checkbox"/> Honor	<input type="checkbox"/> Policies and Procedures	<input type="checkbox"/> Togetherness
<input type="checkbox"/> Individualism	<input type="checkbox"/> Pride	<input type="checkbox"/> Tradition
<input type="checkbox"/> Individual Initiative	<input type="checkbox"/> Punctuality	<input type="checkbox"/> Truthfulness
<input type="checkbox"/> Innovation	<input type="checkbox"/> Quality	<input type="checkbox"/> Utilization (Max. of staff)
<input type="checkbox"/> Integration	<input type="checkbox"/> Regularity	<input type="checkbox"/> Vision
<input type="checkbox"/> Integrity	<input type="checkbox"/> Reliability	<input type="checkbox"/> Other: _____
<input type="checkbox"/> Leadership	<input type="checkbox"/> Respect	<input type="checkbox"/> Other: _____
<input type="checkbox"/> Learning	<input type="checkbox"/> Responsibility	<input type="checkbox"/> Other: _____
<input type="checkbox"/> Loyalty	<input type="checkbox"/> Responsiveness	<input type="checkbox"/> Other: _____
<input type="checkbox"/> Market Leadership	<input type="checkbox"/> Results	<input type="checkbox"/> Other: _____
	<input type="checkbox"/> Risk Taking	

Step 2: For each of the values you marked with an A in Phase I, list and organize them into groups of similar or related words. You should have between 3 and 10 groups. A value may appear in more than one group.

For example: Integrity, truth, honesty, honor, openness, respect.



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Step 3: Once grouped, identify the overarching theme of the group. For example, the example group above might have a theme of integrity (because that is the value that resonates most with you). Now create one statement or paragraph that represents the group and provides a definition of what that means to you.

For example:

Integrity: We show respect for our clients and partners by being open, truthful and honest in all of our business dealings.