



Crafting Your Mission & Vision: A Step-by-Step Alignment Guide

Mission vs. Vision

- **Mission Statement:** Describes the organization's core purpose, values, and who it serves. It's focused on the present and defines why the organization exists. Mission is about *"who we are and what we do now."*
- **Vision Statement:** Outlines the future aspirations and long-term goals, showing what the organization aims to achieve. Vision is about *"where we want to go and what we aspire to be."*

Creating a Mission Statement

The following questions are designed to help you clarify your organization's purpose and key elements that make up your mission. Use these responses to craft a clear, focused statement that reflects who you are and what you do.

What specific problem or need does our organization help with?

What are the unique values or beliefs that drive us?

Who do we serve, and how do we add value to their lives?



How would we explain what we do in a single sentence?

Creating a Vision Statement

The following questions are designed to help you envision your organization's future and define the aspirations that guide its growth. Use these responses to craft a clear, inspiring vision statement that reflects where you're headed and the impact you hope to make.

What aspirations do we have for growth or expansion?

What difference do we hope to make in our community or industry over the long term?

What future achievements would make us proud and fulfilled?



How would we explain what we want to do in a single sentence?

Finalizing Your Mission & Vision

Take a moment to review your answers from the previous sections. Look for common themes, impactful words, and key ideas that stand out in both the mission and vision responses.

Mission Statement: Using your responses, write a short, clear statement that reflects your organization's purpose, values, and whom it serves. Example Template : "Our mission is to [what you do] for [whom you serve] by [how you achieve it]."

Vision Statement: Write a statement that captures your organization's future goals, aspirations, and the impact you hope to make. Example Template: "Our vision is to create [ideal future or impact] by [aspiration or goal]."



Mission & Vision Alignment Checklist

Use this checklist to ensure your mission and vision statements are aligned with each other and reflect your organization's values, purpose, and goals.

Organizational Values

Do both statements reflect what our organization believes is most important?

- Yes
- No

Do the mission and vision statements use words that fit our workplace's style (e.g., formal, friendly, or innovative)?

- Yes
- No

Clear Purpose and Future Goals

Does the mission statement clearly explain what we do and who we help right now?

- Yes
- No

Does the vision statement describe a positive, big-picture goal for our future?

- Yes
- No

Do the mission and vision statements work well together without saying the same thing?

- Yes
- No

Inspiring and Motivating

Do the statements make employees and others feel excited to be part of our organization?

- Yes
- No

Are the mission and vision statements interesting enough to attract new employees or partners?

- Yes
- No

