

VISION STATEMENT VS. MISSION STATEMENT

What's the difference?

Vision Statement

- Where an organization wants to go.
- What an organization wants to become.
- What an organization wants to accomplish.

A vision statement usually addresses one or more of the following three questions above: It differs from a mission statement in that a mission statement focuses on what an organization does, what business it is in, and what product or service it offers. A mission statement emphasizes the here and now, whereas a vision statement points to the future. The primary benefit of a vision statement is that it can focus an entire organization on a common vision, a worthwhile achievement, and the means of measuring when the objective has been achieved. An organization's vision conveys a compelling and conceptual image of the desired future for the organization. It provides inspiration and challenge to all members of the organization towards an ideal of what the company can become. It should be purposefully articulated to bridge the present and future and to serve as a critical impetus for change. Thus it should be brief enough to be memorable and complete enough to direct effort.

Criteria for a vision statement:

- Future-oriented, deriving from reasonable assumptions about the future.
- Idealistic, envisioning a future that is beyond the present.
- Appropriate, fitting with the history and culture.
- Inspirational, encouraging enthusiasm and commitment.
- Purposeful, articulating an image of the desired future.
- Ambitious, causing members of the organization to stretch to reach it.

Mission Statement

A mission statement succinctly describes what an organization does. It supports aligned actions amongst team members. This is most important in planning; without a strong mission statement, we get caught up in politics and ego. The purpose of a mission statement is purpose. Our purpose drives all our choices and planning.

Criteria for a mission statement:

- A call to action
- A declaration of purpose
- Reflects beliefs and values
- Evokes an emotional response
- It is somehow measurable



People Biz, Inc. Mission and Vision Statements:

OUR VISION

Open hearted, supportive, collaborative dialogue is so prevalent in our families, education system and our businesses that there is no longer a market for coaches.

OUR MISSION

Our purpose is to engage the client in their capacity to grow, leading the change for new thinking, unprecedented results and innovative leadership.

