

How effective are ... your vision and mission statements?

Here are three top tips to help you assess the effectiveness of your vision and mission statement. Some examples are also provided. Version 2, June 2019

I create these 'how to ...' sheets for clients when I am working on specific projects. They are shared on the basis that they are a 'snapshot' of good practice and not a definitive guide. I update and extend them when a project arises, so keep an eye out for more recent versions and for 'How to ...' sheets on other topics. Feedback is always welcome, Sally.



TIP ONE – THE DIFFERENCE AND RELATIONSHIP BETWEEN VISION AND MISSION

Vision statement: an inspirational long-term view, describing where you are going and the difference you want to make as an organisation. Should be bold, inspirational and descriptive.

Mission statement: (or, a purpose statement), describing how vision statement will be achieved, for who and what makes you different as an organisation.



TIP TWO – CRAFTING YOUR VISION AND MISSION STATEMENTS

Take a 5 to 10-year view and imagine what success will look like when you achieve your vision. Unless starting from scratch, identify and retain what is already working about your current statements. Here are three useful websites:

Examples of vision statements: www.topnonprofits.com/examples/vision-statements/

A short video guide to creating your vision statement: www.youtube.com/watch?v=7yBUBmciQBk

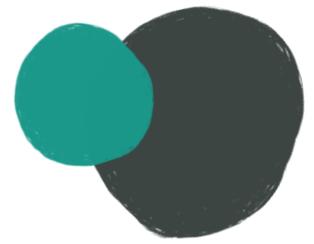
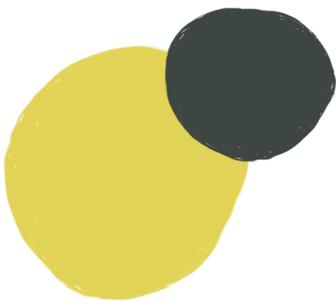
A longer guide: www.forbes.com/sites/forbescoachescouncil/2018/06/28/business-planning-how-to-craft-your-vision-and-mission-statement/#1d498861f6a0



TIP THREE – VALUES MATTER

At the same time, think about your organisation's values. These describe behaviour and how you will approach the business described in the vision and mission statements. Think about the three elements as a 'body' that is highly aligned and mutually reinforcing.

Experience Wellington (below) is a good example in this regard.



A few examples from the arts and culture sector and a wild card!

New Zealand Symphony Orchestra

THE VISION Providing world class musical experiences that inspire all New Zealanders

THE MISSION Deepening and expanding musical connections and engagement with our communities

THROUGH – A national fulltime full-size symphony orchestra:

- which performs to an international standard
- is excellent in performance
- has relevant and engaging programming
- reaches large and diverse audiences
- and asserts musical and artistic leadership.

New Zealand Ballet

OUR VISION Transcend the everyday through dance achieved by OUR PURPOSE To deliver inspiring dance performances and give full expression to New Zealand's creative spirit

OUR GOALS - Engage audiences, extend our talent, enhance our capability

Experience Wellington

OUR PURPOSE Working with and for Wellington to create remarkable art, culture and science experiences that generate vitality, enriching the city we love

OUR VISION Engaged Curious Communities

OUR VALUES:

- Connected - We work together to deepen our engagement with, and relevance to, the communities we serve
- Quality First - We set ourselves high standards prioritising what will make a real difference to Wellington
- Boldness - We are agile, proactive and use innovation and creativity to achieve the best outcomes for our city
- Leading - We commit to providing an environment in which a high performing organisation culture will flourish

Air New Zealand

Vision We will strive to be number one in every market we serve by creating a workplace where teams are committed to our customers in a distinctively New Zealand way, resulting in superior industry returns