

# MISSION , VISION AND VALUES STATEMENTS

The mission, vision and values statements for an organization are far more than slogans on a wall – they should be sincerely held beliefs that guide the organization’s path. Clear and compelling mission, vision and values statements define the organization, by communicating why the organization exists (mission), where the organization is going (vision) and what it stands for (values). The Leadership of every organization should regularly review the mission, vision and values of the organization which they steward to be sure they are relevant, meaningful and current.

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## WHAT IS A MISSION STATEMENT?

A mission statement is a brief, powerful statement of the reason the organization exists. It uses bold, clear and memorable language, inspiring people to support the work being done by the organization. It often explains why the organization was founded, along with what it actually does in terms that convey the organization’s values. Mission statements look at what can be accomplished today. Examples: “to create a more informed public”, “to optimize health, well-being, and independence”, “to provide stimulating, diverse, and enjoyable encounters with original works of art”

It answers these key questions:

- What do we do?
- For whom do we do it?
- What is the benefit?

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## WHAT IS A VISION STATEMENT?

A vision statement is the guiding image of success for the organization, highlighting its hopes and ambitions for the future. It is part emotional, intending to inspire people to imagine a better future, and part rational, presenting a view of the future that everyone can believe in. Examples: “A world without Alzheimer’s disease” “Leaving a healthy planet for our children and grandchildren” “Every child reading by age six”

It answers these key questions:

- What does success look like for our organization?
- How will the world be different if we succeed in our mission?
- What makes our organization unique?

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## WHAT IS A VALUES STATEMENT?

A values statement represents the core beliefs of the organization that inspire and guide its choices in the way it operates and deals with people. These values should be imbedded in both the mission and the vision and part of all internal and external communications. Example: “artistic excellence; access for all; and musical friendships;”, “respect, communication and transparency”, “continuous learning, constant improvement, and a commitment to



quality”

It answers these key questions:

- What are the key values that guide our organization?
- How will we define and implement these values for our organization?
- Do they inspire pride and bring out the best in us?

## EXAMPLES

### GOODWILL INDUSTRIES OF AMERICA

**Our Mission:** Goodwill Industries International enhances the dignity and quality of life of individuals, families and communities by eliminating barriers to opportunity and helping people in need reach their fullest potential through the power of work.

**Our Vision:** Every person has the opportunity to achieve his/her fullest potential and participate in and contribute to all aspects of life.

**Our Values:**

- **Respect:** We treat all people with dignity and respect.
- **Stewardship:** We honor our heritage by being socially, financially and environmentally responsible.
- **Ethics:** We strive to meet the highest ethical standards
- **Learning:** We challenge each other to strive for excellence and to continually learn.
- **Innovation:** We embrace continuous improvement, bold creativity and change

### THE NATURE CONSERVANCY

**Our Mission:** The mission of The Nature Conservancy is to conserve the lands and waters on which all life depends.

**Our Vision:** Our vision is to leave a sustainable world for future generations.

**Our Values:**

- Integrity Beyond Reproach
- Respect for People, Communities, and Cultures
- Commitment to Diversity
- Tangible, Lasting Results

### THE SMITHSONIAN INSTITUTION

**Our Mission:** The increase and diffusion of knowledge

**Our Vision:** Shaping the future by preserving our heritage, discovering new knowledge, and sharing our resources with the world



Our Values:

- Discovery: Explore and bring to light new knowledge and ideas, and better ways of doing business
- Creativity: Instill our work with imagination and innovation
- Excellence: Deliver the highest-quality products and services in all endeavors
- Diversity: Capitalize on the richness inherent in differences
- Integrity: Carry out all our work with the greatest responsibility and accountability
- Service: Be of benefit to the public and our stakeholders

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MONADNOCK COMMUNITY HOSPITAL

Our Mission: We are committed to providing excellence in community healthcare.

Our Vision: We will provide an environment of healing that inspires people to achieve a higher level of health and well-being.

Our Values:

- Care
- Collaboration
- Openness
- Trust
- Excellence
- Performance
- Accountability
- Discipline

