

DEVELOPING VISION & MISSION STATEMENTS

PURPOSES & BENEFITS

This tool help the collaborative group define the collaborative group's agreed up end goals (i.e., answering the question *"What is/are our purpose(s)?"*). Answering the question *"What is/are our purpose(s)?"* helps a collaborative group identify why they are coming together as a collective, focusing their energies on their agreed upon end goals and, as a result, helping to manage the inevitable chaos that every collaborative group faces to some degree before they can effectively work together. The important thing to remember is that chaos is normal and that it matters not so much that the group is experiencing chaos, as it is how effectively the group manages the chaos.

HOW TO USE THIS TOOL

On the subsequent pages, you'll find an overview sheet describing what a vision or mission statement is, followed by exercise pages that help to develop the elements of a vision or mission statement.

At one of the first collaborative group meetings, use the following pages with the collaborative group, first reviewing the description page and then working through the instructions steps on the exercise page following to draft a vision and a mission statement for the collaborative group. Tie these discussions back to "the "What I Have to Contribute to & How I Benefit from This Collaborative" and the "What Does It Mean for Us to Collaborate" discussions in Step 1A – Set the Collaborative Group Up for Success: Tools for Coming Together.

The vision and mission statements will help to inform all of the collaborative group's next steps in the toolkit.



VISION STATEMENT

A vision statement helps the collaborative group relate to the impact it will have if it succeeds in achieving its potential.

Vision Statement Examples

- *“All people in Kansas will have safe and healthy relationships in their homes, schools, workplaces and communities, free of sexual and domestic violence.”*
- *“That all seniors in Kansas have access to quality health care.”*
- *“That Kansas will be the #1 State in which to raise a child in 20 years.”*

Vision Statements

- Tell the collaborative group’s “Ideal Hope”—the way it “ought” to be, both:
 - for the collaborative group
 - for those served
- Attract commitment
- Energize people
- Create meaning in group member’s lives
- Establish a standard of excellence
- Bridge the present and the future
- Show that different collaborative groups and organizations can have the same vision



VISION STATEMENT EXERCISE

Step 1:

Each person individually take a few minutes to think about the answer to the question listed below. Write that answer down on this sheet:

“If our success could be guaranteed, what would be the end result of our efforts?”

Step 2:

After writing your answer, discuss your ideal OUTCOMES as a full group. Have someone record the answers on a flip chart.

Please take about 10-15 minutes to do this exercise and don't forget to designate a recorder!

Step 3 (if needed):

Get a commitment from small sub-group (no more than 2-4 people) to develop a draft vision statement from the information generated for review at a later time by the full group.

MISSION STATEMENT

A mission statement defines the collaborative group's purpose according to what it will do and why, as well as who will be served.

The purpose of a collaborative group's mission statement is to relate:

- WHAT is going to be done
- WHY it is done
- WHO is going to be served

Mission Statement Examples

- *"We will promote the primary prevention of sexual and domestic violence through education, collaboration and action for all people and communities throughout Kansas."*
- *"To increase the physical activity levels of high school students in Kansas in order for them to develop a lifetime commitment to exercising on a regular basis, thereby preventing premature death and disability."*
- *"The Kansas Health Foundation is dedicated to improving the health of all Kansans."*

Mission Statements

- Relate to the collaborative group's special task or purpose
- Should be no more than a paragraph—the shorter the better
- Are a useful tool to measure potential new directions against—"Is this in keeping with our mission?"
- Show that different collaborative groups and organizations may have the same/similar mission statements

MISSION STATEMENT EXERCISE

Step 1:

Each person take a few minutes to individually answer the following questions from their personal perspective:

1) Our collaborative group will do what (action) _____

2) For whom (who do we serve?) _____

3) So that (result of our action) _____

Step 2:

After writing individual answers, discuss as a full group. Have someone record the answers on a flip chart.

Please take about 10-15 minutes to do Step #2 and don't forget to designate a recorder!

Step 3 (if needed):

Get a commitment from small sub-group (no more than 2-4 people) to develop a draft mission statement from the information generated for review at a later time by the full group. This can be the same sub-group drafting vision statement or a different group.