**Mission Statement and Vision Statement Information**

**Here is some information I compiled from a few different sources:**

“A vision statement outlines long-term goals of an organization, while a mission statement outlines what the current purpose and performance of the organization is. So for example,

Mission statement: "to provide quality in-home health care to seniors with extended needs."

A vision statement might look like: "Improving the quality of life for seniors and their families with extended care needs in the Central US by educating caregivers, empowering patients, and bringing joy to those we serve."”

**The key elements of a Mission Statement:**

Focus your statement on these four elements.

* Value – What is the value of the business to both customers and employees?
* Inspiration – Why should people want to work for the company?
* Plausibility – Make it sound reasonable
* Specificity – Tie it back to the business

A few more things to consider about Mission statements:

* Do keep it short and concise. Sum up the company’s mission in just a few sentences.
* Don’t write an essay. That is not the purpose of this brand building tool. You want the mission statement to be tethered to the brand and that means it must be memorable. Long drawn out prose is rarely memorable.
* Do think long-term. The mission statement is an investment in your company’s future, so keep it open enough to reflect your long-term goals.
* Don’t make it too limiting. We want to provide the best products ever to the town of Elmwood. Do you only see the business selling to the residents of one small town or do you hope to expand at some point?
* Do find out what your employees think of the mission statement. This is a tool designed with them in mind, too, so get their opinion. Ask how they would improve it and what they dislike about it.
* Don’t be afraid to change it. Things change in the business world. If the mission statement no longer represents the company, it is time for a rewrite.

**Key elements of a Vision Statement:**

**1. Project five to ten years into the future.**Imagine a future world in which your business is competing well in or dominating the market. What does that world look like? Can you get there? For example, if you want to double your company’s profit in five years, what would that entail? Would you be in a different geographic area? Would you sell different products or services? Would you become a strategic partner with your clients rather than a third party vendor? This “world” is where your vision statement should live.

**2. Determine your purpose and position as an organization.** To write a vision statement, you should consider your company’s [objective, advantage, and scope (OAS)](https://www.clearpointstrategy.com/knowing-your-objective-advantage-scope-oas/). By answering the following questions, you can come up with an OAS statement, which will help you better articulate your organization’s strategy:

* Objective: “Why does our organization exist?”
* Advantage: “How do we do things differently, better, or more efficiently?”
* Scope: “What should or shouldn’t we do to achieve our objective?”

**3. Describe what success looks like in your operations.**This doesn’t mean going into detail about how your operations work, but rather what sets them apart. Be succinct and clear with your definition.

**4. Consider your company type and structure.** Nonprofits tend to *describe* an ideal world, whereas for-profit organizations describe *their place* in an ideal world. Consider these vision statement examples:

* Nonprofit, [Ducks Unlimited](http://www.ducks.org/about-du): “Wetlands sufficient to fill the skies with waterfowl today, tomorrow and forever.”
* For-profit, [Under Armour](http://www.underarmour.jobs/why-choose-us/mission-values/): “Empower athletes everywhere.”

**5. Reference your competitors or create an analogy.** If you’re a smaller organization building into a new niche, consider referencing an organization that your employees would quickly recognize. This will allow them to create an immediate picture of your vision. Consider these hypothetical vision statement examples:

* “Our vision is to be the Facebook of networking athletes.”
* “We will grow faster than X brand.” (X being the number-one brand in your industry.)

**6. Describe a measurable goal.** Consider these hypothetical vision statement examples:

* “We will be number one in the industries where we compete.”
* “We want to reach $X in sales by 20XX.”