# Vision, Mission, and Values Worksheet

Effective teams articulate their vision, mission, and values to establish a clear direction and focus for achieving their desired results. Vision, mission, and values statements express where the team wants to go or what they intend to accomplish and how the team intends to get there. Together, they act as a touchstone to ensure that the team’s ongoing activities and decisions align with its guiding philosophy, goals, and principles.

## Vision

A vision is a statement of a preferred future or desired end-state. It describes what your team aspires to achieve. A vision helps your team understand where it is going or what it aims to accomplish. A vision statement answers questions like the following:

* What are our hopes and dreams?
* What problem are we solving for the greater good?
* Who and what are we working to change?

A good vision statement is inspiring, clear and concise, memorable, future-oriented, and reflective of your team’s values.

### Vision Statement Examples

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| --- | --- |
| **San Diego Zoo** | *A world where all life thrives.* |
| **Nike** | *We see a world where everybody is an athlete—united in the joy of movement.*  |
| **Center for Effective Public Policy** | *Working toward a world where all justice is community justice.* |

## Mission

A mission describes who you are and what you do as a team. It includes the actions that can be taken to move in the direction of your team’s vision. It describes how the team’s desired outcomes will be achieved. A mission statement answers questions like the following:

* Who are we, or who must be involved for us to be successful?
* What do we do, or what is our purpose?
* Whom do we serve, and how do we serve them?
* What short- or long-term results do we want to see?
* What methods or strategies will we use to work toward our vision?

A good mission statement focuses on current-day activities relevant to your team’s vision and is written in a way that can be measured.

### Mission Statement Examples

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| --- | --- |
| **San Diego Zoo** | *San Diego Zoo Wildlife Alliance is committed to saving species worldwide by uniting our expertise in animal care and conservation science with our dedication to inspiring passion for nature.* |
| **Nike** | *Bring inspiration and innovation to every athlete in the world.*  |
| **Center for Effective Public Policy** | *We help practitioners, policymakers, and communities reimagine a justice system that works for all by partnering with state and local leaders to help them define their problems and implement solutions.* |

## Values

Values drive the vision and infuse the mission with specific elements or ideas that are important to the team. A team’s values describe its desired culture and the established standards of conduct by which actions and decisions are assessed. Values statements answer questions like the following:

* What makes us or our work unique?
* What makes us proud to be involved in this work?
* What behaviors or attitudes do we value?
* What principles should we follow when solving problems or responding to ethical dilemmas?

A good values statement conveys what the team stands for, expresses the attitudes and beliefs that the team values above all else, and communicates how the people and communities that the team serves should be treated.

### Values Examples

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| --- | --- |
| **San Diego Zoo** | *• Collaborate – We nurture alliances with diverse teams, partners, and communities to expand and deepen our impact • Innovate – Together we pioneer new ideas and approaches to ensure the long-term health and survival of wildlife • Inspire – We share our passion for nature to increase understanding, empathy, advocacy, and action for wildlife • Thrive – When we collaborate, innovate, and inspire, we help people and wildlife thrive together for a healthy planet* |
| **Nike** | *• Do the right thing • Be on the offense always • Serve athletes • Create the future of sport • Win as a team* |
| **Center for Effective Public Policy** | *• Collaboration • Compassion • Equity • Fairness • Inclusivity • Integrity • Respect • Solutions-focused* |

## What Are Your Team’s Vision, Mission, and Values?

In the chart below, list the responses your team shared during the “What Does Success Look Like?” activity completed during the kickoff meeting. Review each statement and mark whether you believe it could apply to a vision statement or mission statement, or whether it best describes a core value of your team or dosage probation. Mark as many boxes as appropriate. If none is appropriate, then leave the boxes in that row blank.

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| --- | --- | --- | --- |
| **Definition of Success** | **Vision** | **Mission** | **Values** |
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Please note other ideas or offer specific language you would like to be considered for your team’s vision, mission, and/or values statements.

**Vision:**

**Mission:**

**Values:**