

# HOLY TRINITY of Vision - Mission - Values



## VISION

**Describes the organization's desired future state of the world** (without mentioning the organization itself)

The best vision statements are one-sentence statements that are aspirational, memorable and succinct.

## MISSION

**Mission – Describes the organization's unique reason for existence and its priorities and methods for accomplishing the vision** (“unique” meaning that it connects to your unique value proposition)

The best mission statements are easy to memorize, action-oriented and understandable.

## VALUES

**Describes the organization's fundamental beliefs and guiding principles that drive its culture**

The best core value statements are often power statements, so employees understand the organization's DNA and can easily put them into action.

**Deep Dive:** <https://socialimpactarchitects.com/nonprofit-vision-mission-values/>