

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, yet measurable, and answer "what does success look like?" The best ones should evoke a feeling of hope.

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. The best ones should be a roadmap to your success.

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. The best ones should be easily put into action and build a unified team around a shared mental model.

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