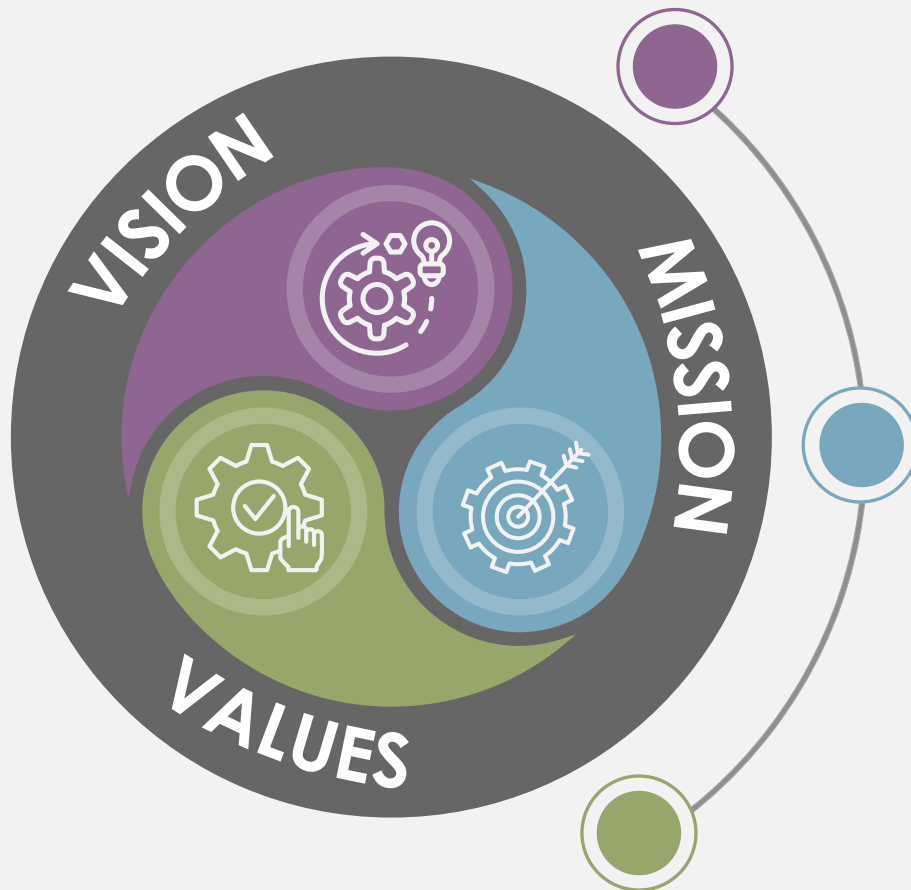


# HOLY TRINITY of

Vision - Mission - Values



## VISION

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

It answers what the community will look like once the agency has accomplished its mission. 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)

Mission statements should provide a link between the current state and the future state. 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/>

