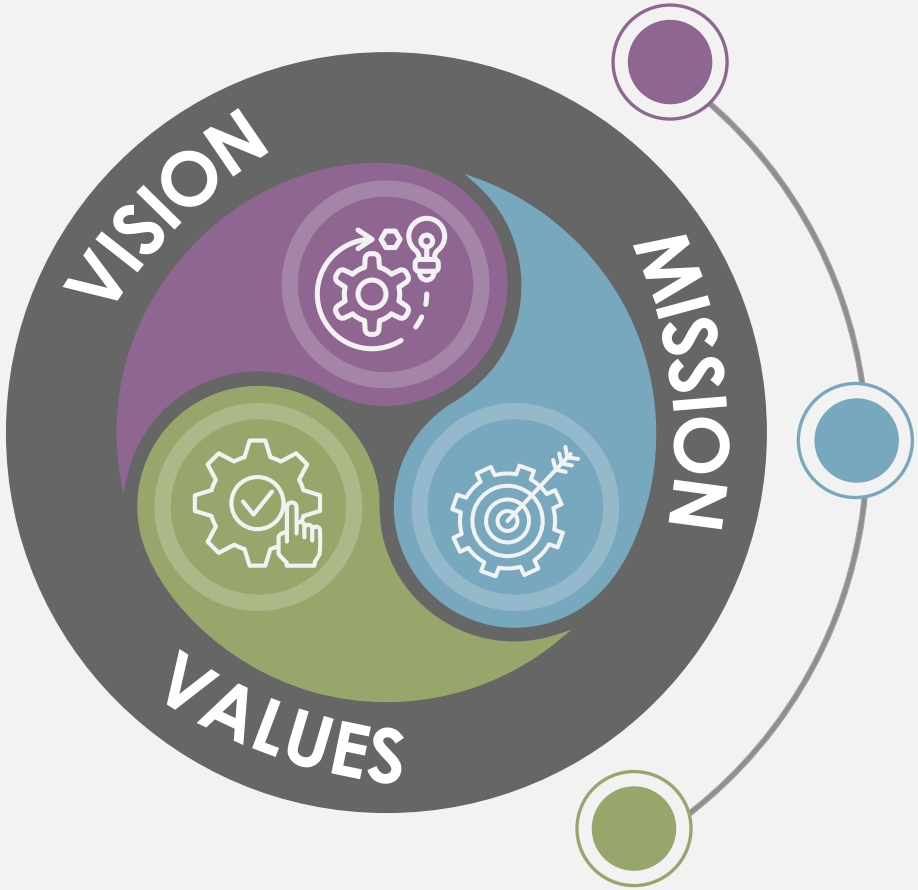
HOLY TRINITY of

Vision - Mission - Values



VISION STATEMENT

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

Vision answers what the community will look like once the organization 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 STATEMENT

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

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 clear roadmap to your success.*

VALUES

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

Values are the organization's north star for behavior. They clarify what matters most, guide decisions when tradeoffs arise, and create a shared way of working. *The best ones are memorable, actionable, and lived every day – not just framed on a wall.*

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

@socialtrendspot @suzannesmithmba
www.socialimpactarchitects.com
www.meetsuzanne.com
© Social Impact Architects / Suzanne Smith

SOCIAL TRENDSPOTTER Latest Trends In The Social Sector

SOCIAL IMPACT ARCHITECTS