

MISSION & VISION CANVAS: Build shared commitment to future goals & present activities



A vision statement describes future conditions in aspirational terms.

1) Answer these questions about your team/project/organization:

A. Who and/or where do you want to see a change?

Why?

C. What would success look like?

Provide examples:

B. How do you want it to change?

D. What are your ambitions?

2) Highlight or circle your favorite words or phrases from the previous answers!

3) Draft your vision statement:

Our Vision

It should sound something like this...

We envision a ____ (A) ____ where ____ (B, C, D) ____.

4) *Quality Check*

- Unique** – does it differentiate your organization from others?
- Understood** and **shared** by members of the community
- Broad** enough to include a diverse variety of perspectives
- Emotional. Inspiring** to everyone involved in your effort
- Clear.** Short enough to fit on a T-shirt
- Timeless.** Still valid if organization changes strategy.
- Plain English** – remove buzzwords and jargon

TEST: How would we feel if the opposite condition occurs?

MISSION & VISION CANVAS: Build shared commitment to future goals & present activities



A mission statement describes present activities in concrete terms...

1) Answer these questions about your team/project/organization:

A. What do we do?

What do we *not* do?

How do these actions support the vision?

B. Why do we exist?

What is unique about us?

C. How do we do what we do?

D. Who are customers/users? *If unsure use the Persona tool*

E. What value do we bring? *If unsure use the Value Prop tool*

Bonus! Top 3 adjectives to describe your organization

- 1.
- 2.
- 3.

2) Highlight or circle your favorite words or phrases from the previous answers!

3) Draft your mission statement:

Our Mission

It should sound something like this...

Our mission is to ____ (A) ____ by/through ____ (C) ____.
We ____ (E) ____ so that ____ (D) ____ can ____ (B) ____.

4) *Quality Check*

- Verb-based** – what your organization **does** and **why** it does it
- Concise and specific** – one sentence
- Outcome-oriented** – what you're working to achieve
- Inclusive** – broad statements about groups goals, not too limiting
- Meaningful** – does it convey the why?
- Plain English** – remove buzz words and jargon

TEST: If we stopped doing these, could we still achieve the vision?

MISSION & VISION CANVAS: TOOL TIPS

Begin with a VISION statement if you are starting from scratch

Begin with a MISSION statement if the organization has **already started or has general vision established**



A VISION STATEMENT describes future conditions in aspirational terms

It focuses on:

- The benefit you aim to provide
- The change you aim to make
- The desired end-state

Vision statements should be evergreen



A MISSION STATEMENT describes future conditions in aspirational terms

It focuses on:

- What you do
- How you do it
- Why you do it (supports the vision)

Mission statements should be revisited regularly

The MISSION



Supports the
VISION

MISSION & VISION SAMPLES

Feeding America:

Vision: A hunger-free America

Mission: To feed America's hungry through a nationwide network of member food banks and engage our country in the fight to end hunger

Nike:

Vision: Bring inspiration and innovation to every athlete* in the world

Mission: Create groundbreaking sports innovations, make our products sustainable, build a creative and diverse global team, and make a positive impact in communities where we live and work

Tesla:

Vision: To accelerate the world's transition to sustainable energy

Mission: To create the most compelling car company of the 21st century by driving the world's transition to electric vehicles

Goodwill:

Vision: Every person can achieve his/her fullest potential and participate in and contribute to all aspects of life

Mission: Goodwill works to enhance the dignity and quality of life of individuals and families by strengthening communities, eliminating barriers to opportunity, and helping people in need reach their full potential through learning and the power of work.