



ENVISION



When your organization invests time to develop or renew a powerful mission and vision, you will:

- Be able to answer the questions “Who are we?” and “Why do we exist?”
- Have a strong connection to your organization’s core purpose
- Set the stage for a strong, well-grounded strategy



Strategic Planners know at the ENVISION stage that:

- **You are expressing your core purpose and philosophy through your mission and vision, and that this will guide and inspire your work.** Some think of these elements as their “North Star.”
- **Your Mission Statement communicates why your organization exists and what you do.** It should be compelling, concise and memorable. Resist the temptation to spend months on your mission, wordsmithing it to the point where people lose their passion to plan. A board or committee conversation is great at the start, but the final product may need to be written by fewer people.
- **Everything in the Strategic Plan ultimately ties to achieving your Mission.** Throughout the planning process, you know to ask yourself, “Are we using our people and resources in the best possible way to deliver on our mission?”
- **Vision and Values can help guide everything you do.** The vision statement is a statement of what the world will be like when you have achieved your mission. Values affirm what the people in the organization believe and can guide decision-making. (Caution: developing a written values statement can be time-consuming, so you may want to omit this step from your first planning effort).





Strategic Planners demonstrate what they know in these ways:

- A. They have reflected on what they learned in the LISTEN stage of planning and have developed greater clarity around who they are and why they exist.
- B. This reflection gets integrated into the development of a clear and succinct mission and vision.
- C. The full board approves the mission and vision once it has been developed. This is a key step before the committee moves on to the PLAN stage.



Strategic Planners produce these documents at the ENVISION stage of planning:

- Mission statement
- Vision statement

There are a few key **tools** that might help you produce these documents:

- Mission Statement Worksheet
- Mission and Vision Statements – Definitions & Examples
- Mission Statement Assessment Tool
- Group Exercises to Liven Up Planning



These ideas have worked for other Strategic Planners:

- In addition to mission, vision and values, some organizations add an identity statement to their strategic framework. See our resources for information on creating an identity statement.
- There are many exercises that help people generate creative ideas that can be incorporated into your plan. See Group Exercises to Enliven Planning in our resource section.

Congratulations! You're ready for the next stage...PLAN.

