



# Vision Statement

- Defines the optimal desired future state - the mental picture - of what an organization wants to achieve over time;
- Provides guidance and inspiration as to what an organization is focused on achieving in a longer timeframe (5-10 years or more);
- Functions as the “guiding star” - it is what all employees understand their work every day ultimately contributes towards accomplishing over the long term; and,
- Is written succinctly that makes it easy for all employees to recall it.

# Mission Statement



- Defines the purpose of an organization;
- Answers three questions about why an organization exists -
  - **WHAT** it does;
  - **WHO** it does it for; and
  - **HOW** it does what it does.
- Is written succinctly in the form of a sentence or two, but for a shorter timeframe (one to three years) than a Vision statement; and,
- Is something that all employees should be able to articulate upon request.

# Values



Core Values that are embedded into an organization's culture can help to:

- Clarify the behaviors that everyone is expected to uphold at work;
- Provide a framework for decision-making and agreements about how people are expected to interact with each other;
- Raise people's awareness about individual behaviors and how collective interactions influence perceptions by others and customers; and
- Manage performance expectations of all employees, including new staff who may become acquainted with Core Values as part of their orientation process.