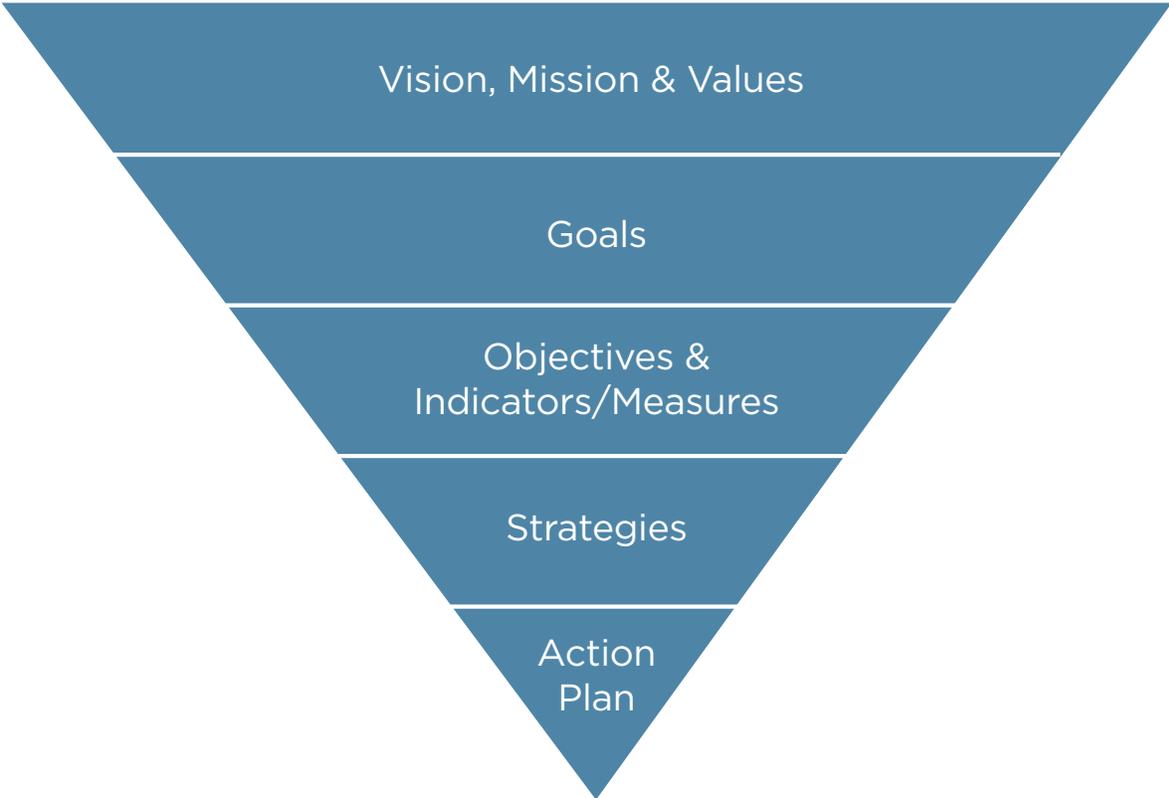


# Planning Tool for Strategic Plan Elements: Vision, Mission, and Values

## Purpose of the Planning Tool

This tool provides guiding questions to facilitate the creation and/or modification of an organization’s Vision, Mission, and Values statements. These are the most conceptual, foundational elements of any strategic plan, as depicted in the strategic planning pyramid below:





# Vision

## Purpose

A Vision Statement is a description of the preferred future you are trying to create as a result of your work. Vision Statements can be externally facing (the desired state of the community/world) or internally facing (the desired state of the organization). Vision statements are usually written in the PRESENT tense.

## Example

A community of educated, emotionally healthy and economically independent women, children and families who have broken the intergenerational cycle of poverty and abuse.

## Vision Vignettes (What do you see?):

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

## Vision Statement:



# Mission

## Purpose

A mission statement is a statement about your organization's central purpose, its reason for being. A mission statement should answer, clearly and succinctly, three key questions:

- Whom do we serve?
- For what purpose (why)?
- In what unique ways (how)?

## Example

Protect and improve the health and safety of the people of our community by:

- Assuring the conditions in which people can be healthy;
- Preventing disease, injury, and disability; and
- Promoting the equal enjoyment of the highest attainable standard of health, which is a human right and a priority of the state.

## Mission Statement:



# Core Values

## Purpose

Core values are 4-6 key principles that guide every aspect of your work, decision-making, and interactions. They represent the things you hold most dear, are least willing to compromise on, and are most likely to be upset about if violated.

## Examples

### Social Justice and Equity

We accept and meet people where they are, with compassion and integrity. We advocate for holistic approaches that address the social determinants of health.

### Innovation

We learn from within, are generative and cutting edge in our practice, approach, and knowledge base; we continuously push the envelope with data, evidence base, and a strategic, “big picture” view.

### Professionalism and Excellence

We demonstrate our commitment to quality and continuous improvement by being trustworthy and credible, sharing accurate information in a timely and transparent fashion, especially in communicating public health ideas and risks to the public.

### Collaboration

We continuously seek and engage community input. We practice an integrated, case management approach in developing and implementing strategies to address community public health concerns. We view community members as assets and leaders in community transformation.

## Core Values:

