

# Mission, Vision & Values Statements

## Developing Good MVV Statements

A Mission is something to be accomplished.  
A Vision is something to be pursued.

### Introduction

Mission, Vision and Value statements can be a powerful tool to provide guidance and direction to your organization if they are carefully developed and follow some basic concepts. Use them to motivate staff, guide decisions and frame your strategic plans.

### What is a Mission Statement?

A mission statement is concrete and tangible. It inspires and focuses efforts towards a single purpose.

It describes **what** you do, **who** you do it for and **why** you do it, basically why the organization exists.

#### Example:

*BizAir improves the productivity of business customers by getting them to their destination on-time while they enjoy amenities that let them get work done while flying.*

#### Why have one?

The Mission statement guides everyone in their day-to day activities and keeps the goals front and centre for decision making and initiatives.

### What is a Value Statement?

It identifies the beliefs and behaviors that are reflected in all activities and define how you carry out the mission.

The Value Statement can have a short paragraph accompanied by a list of values.

#### Example:

*BizAir cares about our customers and our people. We have values that attract and retain customers to our airline and employees to our business. Our Values are:*

***Integrity** : Practices that are fair and transparent*

***Responsiveness** : Customers and employees are paramount*

***Efficiency** : Increase value and lower costs.*

***Fun** : Our employees want to come to work.*

#### Why have one?

Stating your values provides more guidance for decision making and for day-to-day work activities. They set the standard and expectations for everyone in the organization.

### What is a Vision Statement?

A vision statement illustrates either the future of the organization or the ultimate goals of the Mission. It defines *What* will happen as a result of your Mission.

It focuses on tomorrow, it is inspirational, it provides clear decision-making criteria and it is timeless.

#### Example:

*BizAir and it's people will be regarded as the best and most sought after business airline in North America.*

#### Why have one?

The Vision Statement tells you where you should be heading and what the outcome of your Mission should be. It will inspire while guiding long term decisions.

### What are good MVV statements?

The Mission, Vision and Value statements are not something you memorize and repeat by rote. They must be so meaningful that you can describe it easily without repeating it word for word.

- Clear and un-ambiguous
- Paint a vivid picture
- Realistic and concrete
- Short and to the point
- Easily interpreted and acted upon

### Developing MVV Statements

Mission, Vision and Value statements should be developed with involvement from your staff and other stakeholders. The best way to gain understanding and buy-in is through involvement.

Conduct facilitated sessions with various groups about the mission, vision and values and then combine the key elements of those sessions into short, focused statements.