

Mission Statement Review Taskforce – Vision and Mission Statements

Vision and Mission Statements are statements that explain who we are, including:

- the type of organisation we are;
- the products and services we offer; and
- the needs we fill.

They explain our direction, purpose and reason for being, the difference we make and what makes us unique.

The difference between Vision and Mission Statements

Aspect	Vision	Mission
About	Outlines where you want to be and communicates both the purpose and values of the business	Talks about how you will get to the vision and defines the purpose and objectives related to customer needs
Answer	Answers the question, "Where do we aim to be?"	Answers the question, "What do we do? What makes us different?"
Time	A vision statement talks about the business future.	A mission statement talks about the present leading to the business future.
Function	Lists where you see the business heading. Inspires you to give your best and shapes understanding of why you are working there.	Lists broad goals of business and defines key measures of success. Key audience is leadership team and client/members.
Change	Change should be kept to a minimum as the vision statement is the business's foundation	Mission statement may change but should still tie back to core values, customer needs and vision.
Developing a Statement	Where do we want to be going? When do we want to reach that stage? How do we want to do it?	Why do we do what we do? What, for Whom and Why?
Features of an Effective Statement	Clarity and lack of ambiguity, memorable and engaging expression, realistic aspirations, achievable, aligned to core values	Purpose and values of the organisation and responsibilities of the organisation to its clients and members