

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 |