

## Protocol for Writing Vision and Mission Statements

The **vision statement**, created before the mission statement, communicates an ideal end result, a vision. It reflects values and beliefs, and should inspire and challenge. A vision statement does not describe what a company does, nor does it describe how a company operates. Rather, a vision statement details an ideal end result, a state of being that the company would like to achieve. A vision for the school is an ideal. It is a picture of an ideal state in the future. The vision is the foundation for the mission, goals, plans, and activity of an organization.

Examples of Vision Statements:

- "Our company is a household word with a positive environmental image and loyal customers."
- "This organization has eliminated homelessness in the city, raised awareness about the issues of homelessness to the general public, and given the homeless all the skills to successfully stay sheltered."
- "This school is a progressive, innovative, dynamic organization that upholds the highest standards and up-to-date tools in education."
- Brookings School is a focused learning community that prepares academically and socially proficient students.

The **mission statement** articulates an organization's vision and values, it can be an effective leadership tool, public relations tool, and compass for decision-making. Leaders can use the organization's mission statement as the team motto. A mission can be a powerful tool to unite employees and enhance performance by having a common focus.

Examples of Mission Statements:

- Google's mission is "to organize the world's information and make it universally accessible and useful." The word "universally" reflects a value, while "to organize" and "make accessible and useful," reflect Google's purpose.
  - Amazon.com's mission statement reads - "to build a place where people can come to find and discover anything they might want to buy online." At first glance, "to find" and "discover" might seem redundant. However, the language is purposeful because Amazon.com is hoping people might discover something that they were not looking for in the first place, but catches their interest while browsing.
  - Our Mission at Brookings is to provide students, staff and families with a safe, supportive, and engaging school environment in which all students reach academic proficiency.
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### Step 1 - 15 minutes

Individually, each person reads over the guidance about writing vision and mission statements and then writes out a vision and a mission statement for the school.

### Step 2 - 15 minutes

Working in groups of 3, people share their vision and vision statements, combine them into one vision statement and one mission statement and then write that statement on large chart paper. The chart paper is posted where it can be seen by all participants.

### Step 3 – 5 minutes (if the facilitator is doing the review and drafting of the statements) 15 minutes (if the whole team is doing the review and drafting of the statements)

Participants review all posted statements and come to consensus on a vision and mission statement for the school **or** facilitator reviews all statements and, prior to the next meeting, combines them into one vision and one mission statement for the team to review.

### Step 4 – 5 minutes

Debrief of the process used.