

Vision, Mission and Goal Setting Workshop

SCLD Additional Club Resources

Mission and Vision

What's the Difference?

- As simply as we can say it, your mission is what you do best everyday, and your vision is what the future looks like because you do that mission well.
- Turn them both into mantras that people actually say, beaming with pride as they say them.
- Both mission and vision are alive: both evolve, both grow as you grow.

They Only Matter if You Use Them

- Both mission and vision statements should be clear and concise.
- Mission statements and vision statements can be power-packed drivers in a team's culture when they are used to release the potent energy within the people who make up that team.
- The best missions and visions become mantras for action!

How to Write a Missions Statement That Doesn't Suck

- YouTube video: <https://www.youtube.com/watch?v=LJhG3HZ7b4o&t=1s>

Example

- Microsoft
 - Mission: At Microsoft, we work to help people and businesses throughout the world realize their full potential.
 - Vision: A computer on every desktop and in every home (using Microsoft software).

Worksheet:

- A worksheet to help you write your own missions and vision statement can be found at: <https://docs.google.com/document/d/1zlxPZBgJqKoDScY5MER2KURNCien4xV2VjdMCdO4NK0/edit?usp=sharing>

Helpful Tools

SWOT Analysis

- SWOT analysis is a method used to evaluate the strengths, weaknesses, opportunities and threats involved in any team, project or business
 - Strengths: what your team is really good at
 - Weaknesses: where your team needs improvement or is lacking
 - Opportunity: what more can your team do? How can you grow further?
 - Threats: what is keeping you from reaching more/further/beyond than where you are? What challenges are in the way?
- SWOT Analysis - Strengths, Weaknesses, Opportunities and Threats
 - YouTube video: https://www.youtube.com/watch?time_continue=3&v=EJ4uVsSqQ9k
- Why is it useful?

- Understanding where you are at in each of these four areas you will help you determine what areas you will need to address to make you mission/vision a reality
- Worksheet
 - A worksheet to help structure your own SWOT analysis can be found at: <https://docs.google.com/document/d/1q5b481XP2s2-klkHC1jg52gmsW3q0Tc5JJdaUBUWhbQw/edit?usp=sharing>

Understanding Your Values

- Values
 - Values represent the core priorities in the organization's culture, including what drives their priorities and how they act, etc.
 - Knowing you values helps in determining what your vision and mission might be and how you want to get them accomplished.
- Worksheet:
 - A worksheet to help you determine and understand your core values can be found at: https://docs.google.com/document/d/1kxg6qt4q1nN9bA4F_HTRG0tPYkPJ3veqz6yhrPtQcHk/edit?usp=sharing

Goal Setting

Once you have established your Mission and Vision it is a great idea to set some long- and short-term goals to help bring you one step closer to making your dream a reality.

How Two Decisions Led Me To Olympic Glory

- YouTube video: https://www.youtube.com/watch?time_continue=3&v=imGfY8nb9jw

S.M.A.R.T Goals

- SMART is an acronym designed to help you set realistic and achievable goals.
 - S - Specific: be clear
 - M - Measurable: have built in check points
 - A - Attainable: be realistic
 - R - Relevant: make sure your goals are pointing towards the fulfillment of your Mission/Vision
 - T - Time- Bound: create schedules and timelines for completion
- Worksheet:
 - A worksheet to help you set some SMART goals can be found at the following link: https://docs.google.com/document/d/142GF1vyqWYVIsCLv_HdiOsW2CFFcv4ekZHIs6bQgxs4/edit?usp=sharing

Conclusion and Quiz

Thanks for taking the time to view this workshop. We hope that these tips on creating a mission and a vision help your organization as you seek to achieve your goals and live out your values. Please take a few moments just to read through the conclusion and please do not forget to complete the quiz.

Conclusion

- Reflecting on your Mission, Vision, Values and Goals as a group are key to success for any club/organization!
- Remember to review this at least once per semester.

Worksheet

- A summary worksheet can be found at:
https://docs.google.com/document/d/17W-ymn5Tx3kubxQly2S_aT19_VDNh4AOks7Lp7A16Bk/edit?usp=sharing

Quiz

Complete the following quiz to show what you know and to document your participation in this workshop: <https://goo.gl/forms/m4U1aGFf70TgouA03>

Thanks for participating!