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/1zIxPZBgJqKoDScY5MER2KURNCien4xF2VjdmCd4NK0/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 your mission/vision a reality

● Worksheet
○ A worksheet to help structure your own SWOT analysis can be found at: https://docs.google.com/document/d/1q5b481XPsi2-K1kHCJjg5ZgmsW3q0Tc5JJaUBUWhbQw/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 your 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_HTRG0tPYkJ3vegZ6yhTPQcHk/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 checkpoints
  ○ 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_HdiOsW2CFFcv4ekZHi6bQgxs4/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](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](https://goo.gl/forms/m4U1aGFf70TgouA03)

**Thanks for participating!**