



Mission and Vision

| | Mission Statements | Vision Statements |
|-----------------|---|---|
| Answer | Answers the question “what do we do?” | Answers the question “why are we here?” |
| Time | Talks about the present leading to the future. | Talks about the future. |
| Function | Lists the broad goals for which the organization is formed. Its prime function is internal, to define the key measure(s) of the organization/team’s success and its prime audience is the leadership team and the stakeholders. | Lists where you see yourself some years from now. It inspires you to give your best. It shapes your understanding of why you are working there. |
| Change | The mission statement may change, but it should still tie back to your core values and vision. | The vision should remain intact, even if the environment changes dramatically, because it speaks to what you represent, not just what you do. |

Source:

http://en.wikipedia.org/wiki/Vision_statement#Mission_statements_and_vision_statements



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With your teams, come up with your team's mission and vision statements for this year. Remember to reflect on your SWOT analysis.

MISSION STATEMENT:

VISION STATEMENT:
