



NORTHSTAR STRATEGIES INC.

Creating Your Vision and Mission Statement

February, 2016



Contents

Vision and Mission	2
How Do They Work Together?	6
Vision and Mission Examples	7
Vision and Mission Templates	13
Constructing Your Vision and Mission	18



NORTHSTAR STRATEGIES INC.

Vision and Mission



What is a Vision Statement?

Vision Statement

A futures-based statement that inspires and provides direction... a path forward.

Qualities:

- Be inspirational and memorable
- Communicate passion and emotion
- Focus on the positive end result
- Be concise



What is a Mission Statement?

Mission Statement

A present-based, outcome-oriented statement that conveys the reason the organization exists.

Three parts:

- *Who* do we serve?
- What *actions* do we take?
- What *result* (change) do we hope to see?



Attributes of a Good Mission Statement

The Good and the Bad	
A Good Statement...	A Bad Statement...
Uses language your constituents use.	Uses jargon, doesn't understand your audience.
Is emotionally stirring.	Is logical and cold.
Communicates the "why."	Communicates only the "what" or "how."
Is concise.	Is really long.
Is a single, powerful sentence.	Is a rambling paragraph.
Sounds good spoken out loud.	Is full of clauses and hard to say.
Is memorable.	Is forgettable.
Surprises.	Is dull.
Is actionable.	Can't be quantified.
Is specific.	Is vague.



How Do the Vision and Mission Work Together?

Vision:

- **Future-oriented**
- **Where the organization is going?**
- **Why? How?**

Mission:

- **Present-oriented**
- **Why does the organization exist?**
- **What? Who?**



NORTHSTAR STRATEGIES INC.

Vision and Mission Examples



Retail Vision and Mission Examples

IKEA

Vision: Create a better everyday life for the many people (9 words)

Mission: Offer a wide range of well-designed, functional home furnishing products at prices so low that as many people as possible will be able to afford them (26 words)

Starbucks

Vision: Be innovators, leaders and contributors to an inclusive society and a healthy environment so that Starbucks and everyone we touch can endure and thrive (24 words)

Mission: Inspire and nurture the human spirit – one person, one cup and one neighborhood at a time (17 words)



Product Vision and Mission Examples

Lego

Vision: Inventing the future of play (5 words)

Mission: Inspire and develop the builders of tomorrow (7 words)

Keurig Green Mountain

Vision: Become the world's leading personal beverage systems company (8 words)

Mission: A Keurig® brewer on every counter and a beverage for every occasion (12 words)

Dove

Vision: A world where beauty is a source of confidence, not anxiety (11 words)

Mission: Ensure the next generation grows up enjoying a positive relationship with the way they look—helping girls raise their self-esteem and realize their full potential (25 words)



Service Vision and Mission Examples

JetBlue

Vision: Inspire humanity (2 words)

Mission: Bring humanity back to air travel (5 words)

Disney

Vision: Make people happy (3 words)

Mission: Be one of the world's leading producers and providers of entertainment and information (13 words)

Netflix

Vision: Change the way people access and view the movies they love (11 words)

Mission: Our appeal and success is built on providing the most expansive selection of DVD's; an easy way to choose movies; and fast free delivery (24 words)



Athletics Vision and Mission Examples

Nike

Vision: To be the number one athletic company in the world (10 words)

Mission: To bring inspiration and innovation to every athlete* in the world.

* If you have a body, you are an athlete (20 words)

Under Armour

Vision: Empower athletes everywhere (3 words)

Mission: Make all athletes better through passion, design, and the relentless pursuit of innovation (13 words)



Non-Profit Vision and Mission Examples

Feeding America

Vision: A hunger-free America (4 words)

Mission: To feed America's hungry through a nationwide network of member food banks and engage our country in the fight to end hunger (22 words)

Habitat for Humanity

Vision: A world where everyone has a decent place to live (10 words)

Mission: Seeking to put God's love into action, Habitat for Humanity brings people together to build homes, communities, and hope (16 words)

Teach for America

Vision: One day, all children in this nation will have the opportunity to attain an excellent education (16 words)

Mission: Teach for America is growing the movement of leaders who work to ensure that kids growing up in poverty get an excellent education (20 words)



NORTHSTAR STRATEGIES INC.

Vision and Mission Templates



Vision Statement Template

Vision Criteria	Vision Delivery
Why? (the positive end result)	...???
How?	...???
Passion and emotional context	...??
Number of words	...??



Vision Template Example

Lego

Vision: Inventing the future of play

Vision Criteria	Vision Delivery
Why? (the positive end result)	...the future of play
How?	Inventing...
Passion and emotional context	...future of play
Number of words	5



Mission Statement Template

Mission Criteria	Mission Delivery
<i>Who</i> do we serve?	...???
What <i>actions</i> do we take?	...???
What <i>result</i> (change) do we hope to see?	...???
Number of words	...??



Mission Template Example

Lego

Mission: Inspire and develop the builders of tomorrow

Mission Criteria	Mission Delivery
<i>Who</i> do we serve?	...the builders of tomorrow
What <i>actions</i> do we take?	Inspire and develop...
What <i>result</i> (change) do we hope to see?	(...the future of play)
Number of words	7



NORTHSTAR STRATEGIES INC.

Constructing Your Vision and Mission



Vision Statement Template

Your Vision Statement here...

Vision Criteria	Vision Delivery
Why? (the positive end result)	...???
How?	...???
Passion and emotional context	...??
Number of words	...??



Mission Statement Template

Your Mission Statement here...

Mission Criteria	Mission Delivery
<i>Who</i> do we serve?	...???
What <i>actions</i> do we take?	...???
What <i>result</i> (change) do we hope to see?	...???
Number of words	...??