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# Core Values, Mission Statement and Vision Guide

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# Definitions and purposes

The vision, mission and values are essential for clarifying the purpose of the institution, developing a sense of belonging within the entire community, providing a framework for the development, implementation and monitoring of the strategy and, more generally, for guiding all the activities conducted by the institution.

The mission statement provides information about the institution's purpose. The vision statement clarifies the institution's goals and aspirations: what it hopes to achieve or become in the future. The values' statement outlines the institution's core principles and ethics.

These statements provide an institution with strategic direction, shaping its current and future business strategies.

A thoughtful and deliberate approach to their development and implementation can transform these statements into powerful guidance tools for the organization, particularly in times of rapid change.

As a result, carefully crafting mission, vision, and value statements is essential.

# Mission Statement

## A mission statement explains a company's purpose or why it exists.

Besides guiding the institution's daily operations, it communicates to external stakeholders the institution's key endeavors and motivates employees toward a common objective. This statement explains who the company is and what it does in a nutshell.

A strong mission statement should emphasize what the institution wants to prioritize. An effective mission statement should be concise, straightforward, direct, and informative. It should not use elaborate language, clichés, or generalizations, and should stress outcomes and people served.

## Mission Statements Examples:

**LinkedIn**
To connect the world's professionals to make them more productive and successful.

**Starbucks**
To inspire and nurture the human spirit – one person, one cup and one neighborhood at a time.

**TripAdvisor**
To help people around the world plan and have the perfect trip.

**Tesla**
To accelerate the world's transition to sustainable energy.

**Harvard**
To educate the citizens and citizen-leaders for our society.

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**Consider the following:**

- **What are we doing today?**

- **Who are we serving?**

- **What are we trying to achieve?**

- **What impact do we want to make?**

QUALITY
QA
ASSURANCE

# 6 Steps to Create a Mission Statement

## 1. Ask questions:
Who are you, and what do you do? How do you do it? Why do you do it?
Consider your stakeholders, including industry partners, employees, community members, students, when evaluating your response.

## 2. Organize a brainstorming session:
With members from various teams, brainstorm to develop a series of words or phrases that describe or summarize the answers generated during step 1. Be concise and do not discard any ideas at this stage.

## 3. Make a preliminary selection:
Weigh down the list generated in step 2 through a vote or by soliciting feedback. The result should be a selection of words and phrases that are accurate and authentic to your institution.

## 4. Construct draft sentences around your words:
Write a single or two sentences out of your list of words and phrases. Be sure to include all key elements and write in the present tense.

## 5. Get feedback and review your draft statement:
Get feedback from a variety of stakeholders - including students and alumni - and review your statement while making sure it will stand the evolution of the institution.

## 6. Finalize your statement and share it:
Make sure you present your statement to the entire institution and prepare for a Q&A session.

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# Vision Statements

## Vision statements describe what the institution hopes to achieve in the long-term and aspires to be.

A vision statement not only inspires and motivates, but also lays out the direction in which the institution will go. As such, it provides guidance for choosing actions to take now and in the future.

An effective vision statement should be concise, clear, forward-looking, realistic, aspirational and inspirational. It should not be generic, but rather should focus on the institution's specific objectives.

**Consider the following:**

- **What are our future plans?**

- **What are we hoping to accomplish?**

- **How do we envision the future of society?**

## Vision Statements Examples:

**LinkedIn**
To create economic opportunity for every member of the global workforce.

**Habitat for Humanity**
A world where everyone has a decent place to live.

**Southwest Airlines**
To be the world's most loved, most efficient, and most profitable airline.

**University Mohammed VI Polytechnic**
To advance knowledge, science and technology with a focus on African development.

# Values Statements

## In values statements, an institution's fundamental principles and philosophy are highlighted.

As well as guiding people inside the institution, it is used to communicate what is important to external stakeholders. Values set the tone for an institution's culture and establish a standard against which decisions and actions are evaluated.

Statements of values should be memorable, actionable, and timeless. Depending on the institution, the values statements may consist of only one, two, or three words, or a short phrase.

**Consider the following:**

- **How do we define ourselves?**

- **Which behaviors are most meaningful to us?**

- **In what ways will we accomplish our mission and vision?**

- **What is our attitude toward our own employees and community members?**

## Values Statements Example:

**Excellence**
Behavior: We continuously strive.
Statement: We lead the pack.

**Family**
Behavior: We stand united.
Statement: So much more than a secret handshake.

**Respect**
Behavior: We capitalize on diversity
Statement: We see differences as superpowers.

**Learning**
Behavior: We are ever-curious.
Statement: Because you'll never know it all.

**Innovation**
Behavior: We are change agents.
Statement: We drive change with resilience.

| MISSION STATEMENT | VISION STATEMENT | VALUES STATEMENT |
|---|---|---|
| What we do | Why we do it | How we do it |

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Sources, references and inspirations

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