Building Value Statements - Template

Now that we understand how to differentiate between mission and vision statements and the qualities both must have, it’s time to look inside your organization and define what your core pillars and values are. This process will help guide the construction of your goals.

We will do this through **3 steps:**

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**1. Identifying Your Values**

Sit down by yourself or gather your team and brainstorm answers for the following questions:

* What are your organization’s core values?
* Who are your target users?
* What need is your organization fulfilling? For who?
* What positive impact would you like your organization to make in the world?
* How do you plan to achieve your goals as an organization?

Once you have brainstormed, fill in the boxes below with your organization’s answers:

| **Impact** | **Core Values** | **Need you are fulfilling** | **Plan to achieve goals** | **Target users** | **Needs of our users** |
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**2. Building Your Statements**

Now let’s craft a mission and vision statement using our proposed templates and the values you identified above as a base.

In crafting your **mission statement**, we suggest filling out this table first:

| **Your Organization:** | |
| --- | --- |
| **Plan to achieve goals:** | **Target users:** |
| **User needs:** | **Impact:** |

Then, using the insights you obtained, you may refer to our proposed template for crafting your **mission statement**:

| ***(Organization) (takes these actions)*** to achieve ***(goals)*.**  We help ***(target users)*** with ***(users’ needs)*** to have ***(positive impact).*** |
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You may now write down a draft of your mission statement in the box below using our previously proposed template as a guide:

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In crafting your **vision statement**, we suggest filling out this table first:

| **Your Organization:** | |
| --- | --- |
| **Target users:** | **Need we fulfill:** |
| **Impact:** | **Plan to achieve goals:** |

Then, using the insights you obtained, you may refer to our proposed template for crafting your vision statement:

| ***(Target users)*** experience ***(positive effect from using your services)*.**  Which results in ***(broad-scope outcome).*** |
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You may now write down a draft of your vision statement in the box below using our previously proposed template as a guide:

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**3. Evaluating Your Statements**

Lastly, evaluate your statements to corroborate if you are on the right track by using the checklists below.

| **Your vision statement:** | **Checklist:**   * Clear (simple language) * Concise (less than 50 words) * Compelling (inspiring and memorable) * Describes your organization’s long-term aspirations * Conveys positive changes your organization hopes to effect for your users |
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| **Your mission statement:** | **Checklist:**   * Clear (simple language) * Concise (less than 50 words) * Compelling (inspiring and memorable) * Describes your organization’s immediate purpose * Shows what your organization does and for whom |
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