Aligning Services to Goals - Template

Mission alignment is important for various reasons. It allows your organization to focus its resources on activities effectively and directly contributes to your goals, it helps users understand the value you generate and increases your credibility. It also gives your employees a greater sense of purpose and an understanding of how their actions contribute directly to your mission, and it allows your organization to track and measure successes.

Below we will discuss the first two steps to accomplish your alignment goals:

**1. Think Through Your Theory of Change**

A theory of change refers to **how you expect your organization’s activities to result in creating the desired impact.** Given a vision and mission statement, it helps you operationalize them to decide which actions you should take next in order to make progress toward your goals.

You can find below an example of how to fill out the Theory of Change template:

| **Goal (Vision and Mission Statement):** | *Example:*  *Improve student performance through individualized learn* | | |
| --- | --- | --- | --- |
| **Focus Areas:** | *Example:*  *Help teachers better address student needs* |  |  |
| **Products and Services:** | *Example:*  *A brochure on student needs* |  |  |

In filling out the template below with your own information, remember that the idea is to **break down your goals into actionable items.** You can do this by:

1. Stating your goals (vision and mission statement) below.
2. Using the diagram to break them down into more concrete actions, particularly by listing all the different areas on which you could focus, or different angles from which you could approach the underlying problem you want to solve.
3. Creating a list of products and services you can offer users in each area to address the underlying problem.

| **Goal (Vision and Mission Statement):** |  | | |
| --- | --- | --- | --- |
| **Focus Areas:** |  |  |  |
| **Products and Services:** |  |  |  |