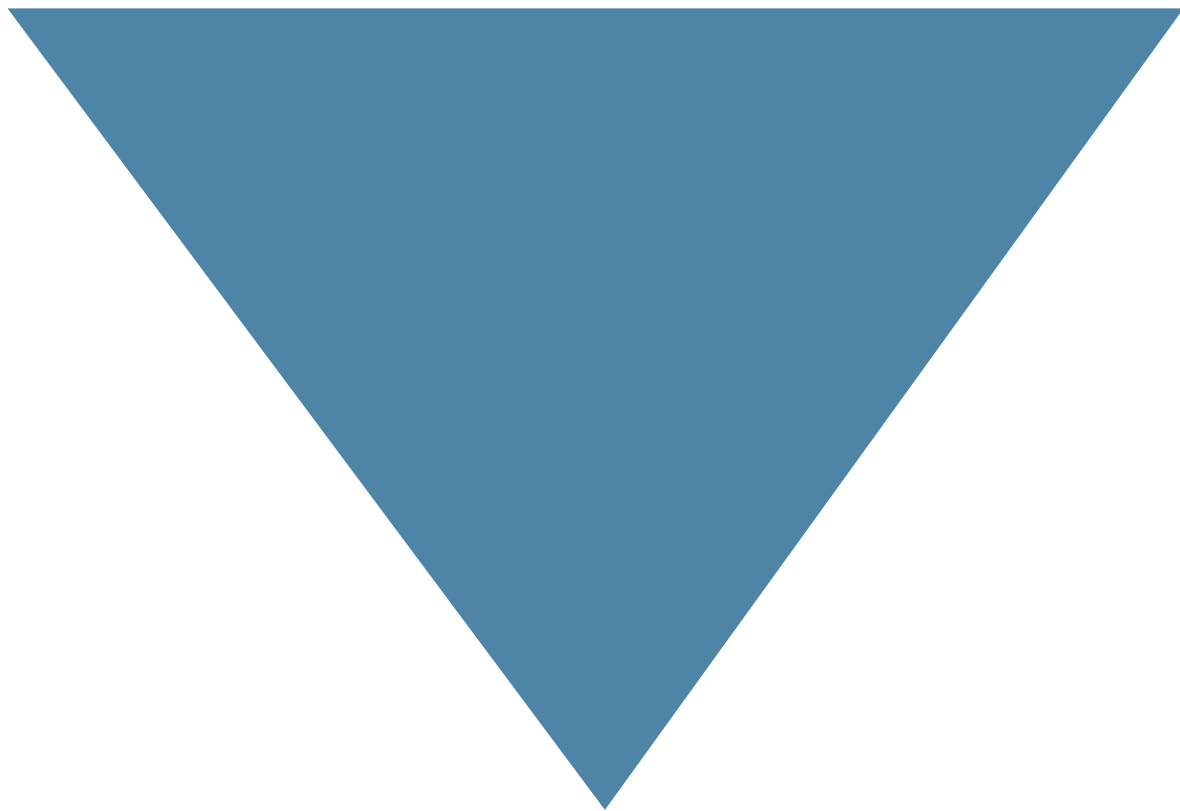


Planning Tool for Strategic Plan Elements: Vision, Mission, and Values

Purpose of the Planning Tool

This tool provides guiding questions to facilitate the creation and/or modification of an organization's Vision, Mission, and Values statements. These are the most





Purpose

A mission statement is a statement about your organization's central purpose, its reason for being. A mission statement should answer, clearly and succinctly, three key questions:

- Whom do we serve?
- For what purpose (why)?

Purpose

Core values are 4-6 key principles that guide every aspect of your work, decision-making, and interactions. They represent the things you hold most dear, are least willing to compromise on, and are most likely to be upset about if violated.

Examples

Social Justice and Equity

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