

Mission and Vision – What You Need to Know

Both mission and vision are important. The mission guides the organization daily while the vision showcases the organization's desired future state.

Mission

Highlights the reason the organization exists and how it is meeting the need of its members and the communities they serve. It provides the basis of judging the success of the organization and its organization. The mission can also help verify that the organization is on the right track and provide direction when the organization needs to adapt to new demands.

Vision

Highlights how the organization sees its future and guides its overall long-term thinking. The vision also keeps the mission on the right track and reminds the staff and board that the organization has a long-term purpose.

Keeping the Vision and Mission Front and Center

The mission of the organization should be referred to continuously to keep both board and staff focused. Also, given that the board is ultimately responsible for setting the future path for the organization, the vision of the organization should be a routine consideration in decision making. Both mission and vision should be positioned within the organization so that it can be easily seen by staff and others. Both mission and vision should also be included with board agenda material as an easy reference for board members.

When to Review and Update Mission and Vision

Both mission and vision are typically reviewed at the beginning of the strategic planning process. The board should consider whether internal or external changes warrant a revision of the mission or vision.

ADA Resources:

- ADA Client Services Strategic Planning
- Association Options (Bill Pawlucy) Strategic Planning