



VISION ...MISSION..GOALS AND OBJECTIVES

Vision Statement: This articulates the organization's long-term goal or desired future state. It answers the question, "What do we ultimately want to achieve?" A vision statement is forward-thinking and inspirational, providing a clear image of what success looks like. It serves as a beacon, guiding the organization's direction and decisions. A well-crafted vision statement should be ambitious yet achievable, motivating stakeholders and aligning their efforts towards a common goal.

Vision: What the organization wants to achieve in the future

Mission Statement: This outlines the fundamental purpose and reason for the organization's existence. It defines the organization's primary objectives, target audience, and core activities. A mission statement typically addresses questions like, "What do we do?" and "Who do we do it for?" It encapsulates the essence of the organization's work and its commitment to serving its stakeholders. A strong mission statement provides clarity and direction, guiding day-to-day operations and strategic initiatives.

Mission: Why the organization exists and its role in society

NOTES

Here are examples of vision and mission statements from well-known organizations:

1. Google:

Vision Statement: "To organize the world's information and make it universally accessible and useful."

Mission Statement: "To organize the world's information and make it universally accessible and useful."

2. Tesla:

Vision Statement: "To create the most compelling car company of the 21st century by driving the world's transition to electric vehicles."

Mission Statement: "To accelerate the advent of sustainable transport by bringing compelling mass market electric cars to market as soon as possible."

3. Nike:

Vision Statement: "To bring inspiration and innovation to every athlete* in the world. (*If you have a body, you are an athlete.)"

Mission Statement: "To bring inspiration and innovation to every athlete* in the world. (*If you have a body, you are an athlete.)"

4. Amazon:

Vision Statement: "To be Earth's most customer-centric company, where customers can find and discover anything they might want to buy online."

Mission Statement: "We strive to offer our customers the lowest possible prices, the best available selection, and the utmost convenience."

5. Microsoft:

Vision Statement: "To empower every person and every organization on the planet to achieve more."

Mission Statement: "To enable people and businesses throughout the world to realize their full potential."

NOTES

Here's a breakdown of the concepts of vision, mission, goals, and objectives:

1. Vision:

- **Definition:** A vision is a long-term, aspirational statement that describes the desired future state or ultimate goal of an organization. It paints a compelling picture of what the organization hopes to achieve.
- Example: "To become the global leader in sustainable energy solutions, revolutionizing the way people power their lives."

2. Mission:

- Definition: A mission statement articulates the fundamental purpose and reason for the organization's existence. It describes what the organization does, who it serves, and how it delivers value.
- Example: "To provide affordable and accessible healthcare services to underserved communities, promoting wellness and improving quality of life."

3. Goals:

- **Definition:** Goals are broad, overarching objectives that the organization aims to accomplish within a defined timeframe. They provide direction and focus, guiding the organization's efforts towards achieving its vision and fulfilling its mission.
- **Example:** "Expand market presence by entering three new international markets within the next two years."

4. Objectives:

- **Definition:** Objectives are specific, measurable, achievable, relevant, and time-bound (SMART) targets that support the attainment of goals. They break down goals into actionable steps and serve as checkpoints for progress.
- **Example:**
 - **Goal:** "Expand market presence by entering three new international markets within the next two years."
 - **Objective:** "Achieve regulatory approval and establish distribution channels in the target markets within the first year."
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In summary, a vision sets the long-term direction, a mission defines the organization's purpose, goals provide overarching aims, and objectives offer specific, measurable targets to help achieve those goals. Together, they provide a framework for strategic planning and guide the organization's actions and decisions.