

## What Each Means – Organizational Vision, Mission Statement and Values

### Vision statement definition:

A clear and compelling goal that serves to unite an organization's efforts

Answers the question "Where are we going"

### Mission statement definition:

An articulation of a view of a realistic, credible, and attractive future for the organization

Answers the question "Who are we? What do we do? Why are we here?"

### Values definition:

The basic beliefs that govern individual and group behaviour in an organization

Answers the question "How must we behave"

The articulation of values serves to

- Convey a sense of identity for employees
- Generates employee commitment to something greater than themselves
- Adds to the stability of an organization as a social system
- Serves as a frame of reference for employees to use to make sense of organizational activities and to use a guide for appropriate behaviour