

Leadership Activity:

Mission and Vision Statements—Making Them Meaningful

Read the following articles about creating meaningful vision and mission statements:

[“Creating a Meaningful Vision Statement”](#) discusses the importance of vision statements being more than just ‘words on a page’ and the roles both leaders and employees have in the creation of visions that are motivating and impactful.

[“5 Ways to Put Meaning Behind Your Hospitals Mission, Vision and Values”](#) talks of using core values and employee input to create a mission and vision that boost engagement, encourage participation in organizational initiatives and send a clear message of the direction your organization is headed.

If you don’t have a mission or vision statement, spend 30-60 minutes reading through and discussing [this link](#) as a group. Though directed to the education field, the steps and concepts of creating a vision and mission are, by and large, the same. It offers a detailed description of the process and can be greatly beneficial in the development of a meaningful mission and vision for your own organization.

If your organization already has mission and vision statements, discuss the following in pairs or as a group:

1. First off, what are they? If asked, would employees be able to tell you what they are? What does your response to that tell you about the mission/vision (e.g., their relevance, how they are communicated, whether they need to be revisited, etc.)?
2. Do they provide a concrete way for employees to understand the organization’s purpose and meaning, and how they each contribute to fulfilling that purpose? Consider in what ways you see the mission and vision acted out in the day-to-day of your organization (try to get specific).
3. How are they currently being communicated? List at least 5 ways in which the mission/vision can be communicated, or kept front of mind, beyond how they already are (try to get creative and focus on communicating them to those within the organization!)

Here are two examples to get you thinking of how to keep your mission/vision front of mind, and connect employees to the organization’s purpose and remind them of how they each contribute to it:

Mission Statement “Success Stories”: Gather mission statement “success stories,” highlighting how employees are succeeding in ‘living’ the mission. These can serve as reminders of how each person contributes to achieving a common goal. The more specific the example, the better. Consider using quotes, possibly interviews with those employees, their supervisors, and maybe even some photos of those employees in action.

Climate Surveys: Ask questions about mission, vision and values to see where staff stand. For example, include questions like “Do you know what the organization’s mission is?” Or, “Do you know how you contribute to the organization’s mission?” to get started. Not only is this a good way to get people thinking about the mission and vision, but if you find that employees’ answers are inconsistent or inaccurate, you may need to consider how you are communicating the statements and help them better understand how they contribute.