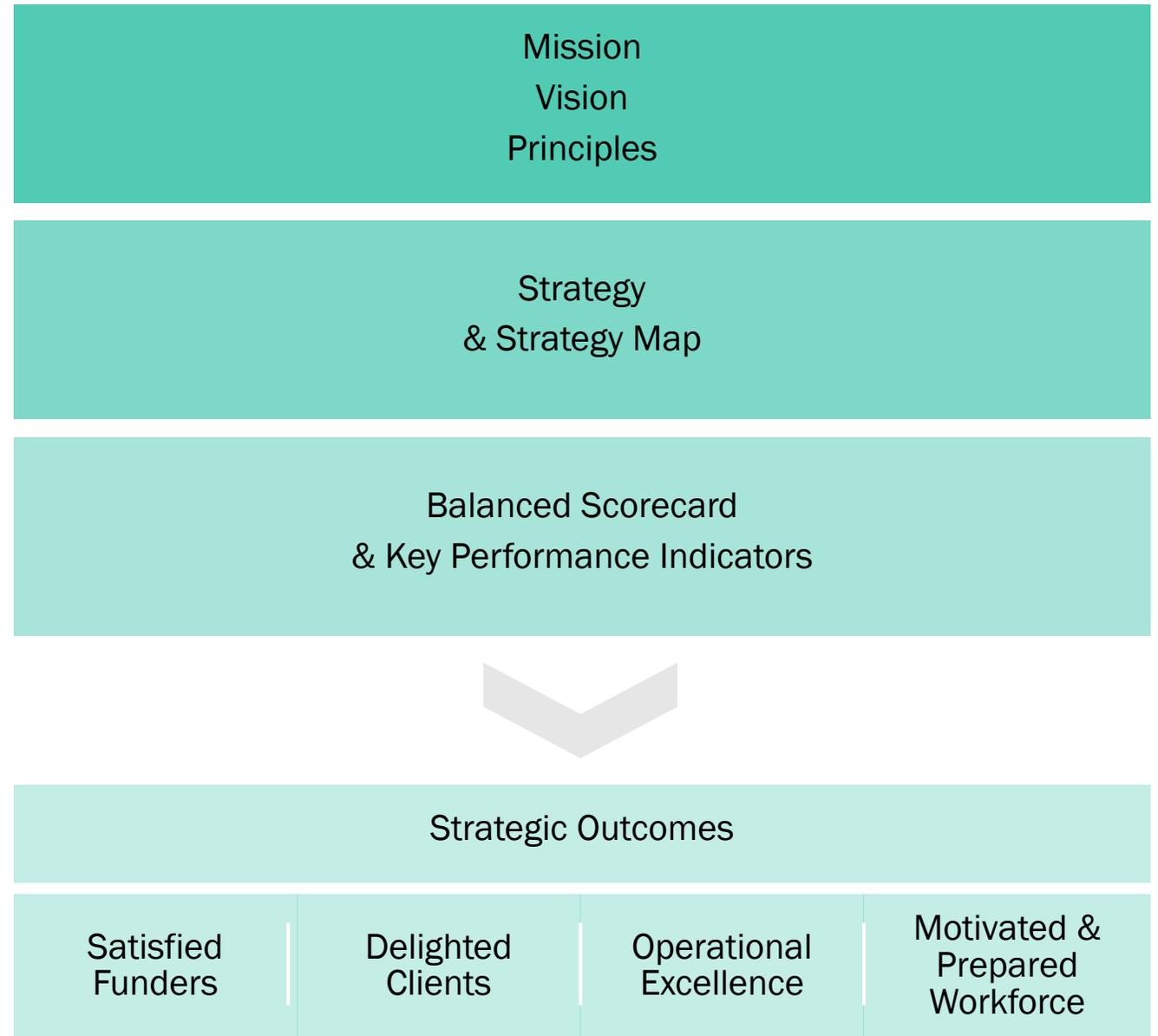


Mission | Vision | Position



Everything flows
from the mission;
it **MUST** be
measurable



Mission Statement

- ✓ Concentrates on the **PRESENT**
- ✓ Defines customers, critical processes, and desired outcomes
- ✓ Describes a company's function, markets, and competitive advantages
- ✓ Used externally

Vision Statement

- ✓ Focuses on the **FUTURE**
- ✓ Serves as a source of motivation
- ✓ Describes not only the future of the organization, but also the future of the industry or society the organization hopes to change
- ✓ Used internally, sets culture

Mission Statement

- ✓ Includes a statement of the business' goals and philosophies
- ✓ Explains the organization's purpose and rationale
- ✓ Focuses solely on the organization's reason to exist
- ✓ Should be communicated as written to every employee of your organization as it will help them understand the business and take decisions that are aligned with its core values and goals

Positioning Statement

- ✓ Written description of the objective of a specific strategy
- ✓ Distinguishes itself from the competition
- ✓ Reflects the prospective customers' point of view (POV)
- ✓ Explains benefits + how these benefits help prospective customers
- ✓ Sets the direction of the organization
- ✓ Rarely stated word for word--uses marketing strategies and branding to communicate the important elements

Mission Statement ingredients

1. What do we do?
2. Who do we serve?
3. What is our shared purpose?
4. What is our reason to exist? Our why?
5. What are our core values?

Positioning Statement ingredients

1. What do we do?

2. Who do we serve?

3. What are your 1-3 RATIONAL benefits?

Ex. “My product keeps consumers warm.”

4. What are your 1-3 EMOTIONAL benefits?

Ex. “My product makes people feel like they’re being tucked in.”

5. What do you do UNIQUELY?

Example Mission

Increase the capacity and effectiveness of the nonprofit sector by supporting the development and ongoing operations of multi-tenant nonprofit centers and other quality nonprofit workspace.

Example Vision

A future when every nonprofit organization has access to the workspace it needs to support and sustain health, vibrant communities.

Example Mission

Enhance the resources and improve the management of nonprofit organizations, primarily within California's northern Central Valley and Sierra Nevada regions.

Example Vision

The Impact Foundry is the centralized, innovative source of information and services to help nonprofits succeed across all stages of their organizational life cycle.

Let's examine a healthy mission statement



5. How they are unique

One of the world's great intellectual destinations,

1. What they are

2. Who they serve

The University of Chicago empowers scholars and students to

3. Rational benefits

ask tough questions, cross disciplinary boundaries,

and challenge conventional thinking

4. Emotional benefits

to enrich human life around the globe.

Let's examine a healthy mission statement



5. How they are unique

Brilliant Detroit is dedicated to building kid success families

2. Who they serve

and neighborhoods where families with children 0-8 have what

3. & 4. Rational & emotional benefits

they need to be school ready, healthy and stable.

1. What they are/do

We do this by providing proven programming

and support year round out of Brilliant Detroit homes

2. Who they serve

in high-need neighborhoods.