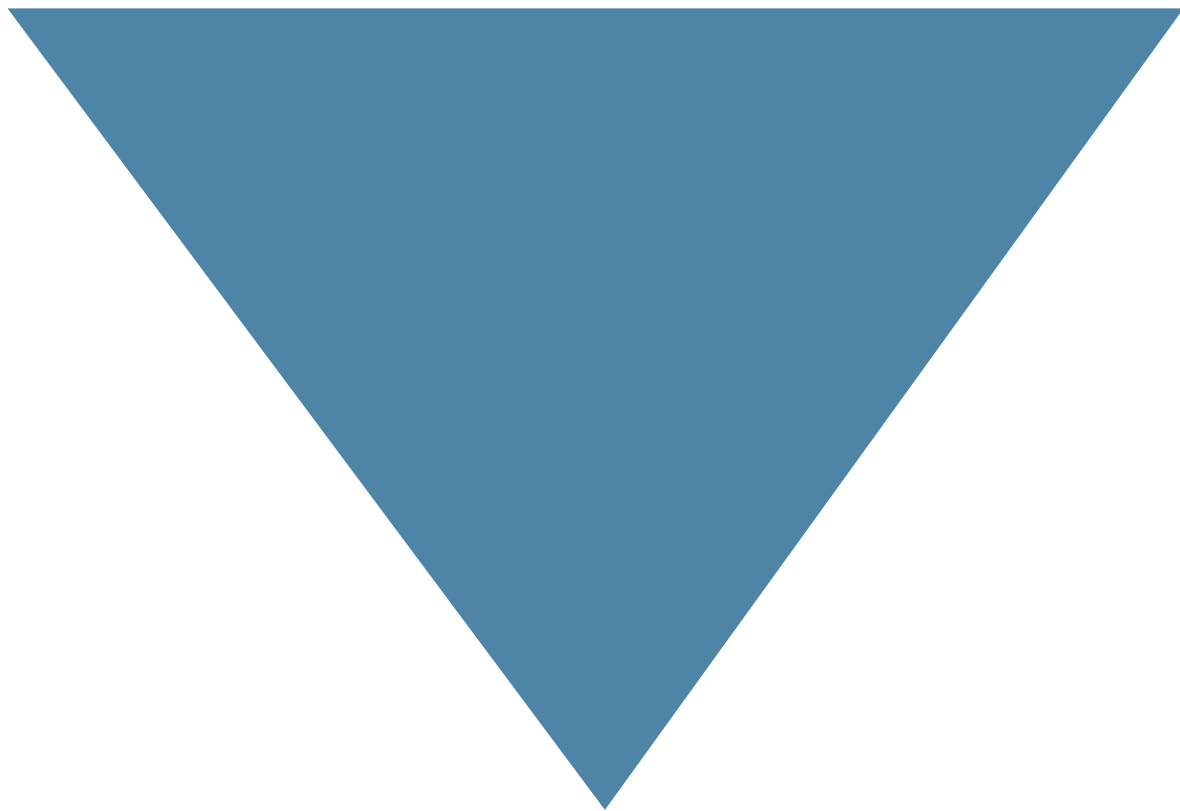


# Planning Tool for Strategic Plan Elements: Vision, Mission, and Values

## Purpose of the Planning Tool

This tool provides guiding questions to facilitate the creation and/or modification of an organization's Vision, Mission, and Values statements. These are the most





## Purpose

A mission statement is a statement about your organization's central purpose, its reason for being. A mission statement should answer, clearly and succinctly, three key questions:

- Whom do we serve?
- For what purpose (why)?

## Purpose

Core values are 4-6 key principles that guide every aspect of your work, decision-making, and interactions. They represent the things you hold most dear, are least willing to compromise on, and are most likely to be upset about if violated.

## Examples

### Social Justice and Equity

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