



ReclamenNL. (2013, March 25). *Apple: Think different commercial*. [Video file]. www.youtube.com/watch?v=SswMzUWOiJg
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Module 13.3: Mission, Vision, and Values

Module Summary: Participants explore the mission and vision statements of several of their favorite organizations. Participants also have an opportunity to explore the mission and vision statements of their own organizations and are challenged to revise and develop more inspirational mission or vision statements that will engage and inspire others.

Estimated Time: 80 minutes

Number of Participants: Any

Outcomes

Participants will research mission and vision statements.

Participants will understand the difficulty in developing inspirational mission and vision statements.

Participants will practice communicating a new and altered vision or mission statement.

Materials Needed

A stopwatch, tablet, computer, or smartphone to help you keep track of time

Flipchart/markers, whiteboard/chalkboard, or computer/projector

Mission Statements activity (*Student Workbook*, 13.3)

Vision Statements activity (*Student Workbook*, 13.4)

Preparation Notes

Review the *Facilitation Notes* at the beginning of this volume.

Prepare a flipchart or slide with the following:

Pioneering leaders rely on a vision and a dream to communicate their aspirations to others. Leaders look forward to the future and hold in their minds visions of what can be. They have a sense of what is possible if everyone works together toward a common goal. They are positive about the future and believe that people can make a difference.

—Kouzes and Posner, *The Leadership Challenge*

This module works best if paired with Module 13.2: *How Great Leaders Inspire Action*.

Explanation and Instructions

Part 1 (10 minutes)

Begin by sharing the module outcomes and defining the capacity of inspiring others. Next share the following quote on a flipchart or slide:

Pioneering leaders rely on a vision and a dream to communicate their aspirations to others. Leaders look forward to the future and hold in their minds visions of what can be. They have a sense of what is possible if everyone works together toward a common goal. They are positive about the future and believe that people can make a difference.

—Kouzes and Posner, *The Leadership Challenge*

Next, discuss the role of mission and vision statements in the context of organizational life.

Mission is a present-state description of the purpose or existence of the organization. It explains who we are and what we do. A vision, on the other hand, is future oriented. A vision paints a picture of an ideal future state—what we aspire to be.



Explain that a major challenge of developing an inspirational mission and vision is finding the right way to communicate your message.

To make a phrase or statement inspirational is incredibly difficult, so people will often go with a kitchen sink—approach and try and fit everything in. Of course, the problem with this approach is that it becomes long, boring, and no one has the statement memorized.

Part 2 (30 minutes)

Share several mission statements from Part 1 of the *Mission Statements* activity (*Student Workbook*, 13.3). Ask participants to decide, as a group, which two are the best, most inspiring mission statements. Next, share the several vision statements from Part 1 of the *Vision Statements* activity (*Student Workbook*, 13.4) with participants. Again, ask them to select, as a group, the two best, most inspiring vision statements.

Part 3 (15 minutes)

Introduce the concept of the six-word memoir.

Legend has it that someone asked Hemingway to write a novel in six words. His response, was “For sale: baby shoes, never worn.”

Pause and repeat this. Explore the power of that phrase with participants. Continue by asking:

What if we were to tweak the best mission and visions into a six-word phrase?

Then, share the following instructions:

You have 15 minutes to rework the mission and vision statements I’ve given you into six-word phrases. Let’s see if you can do it better than

the best in the world . . . Record your responses in Part 2 of the activities (*Student Workbook*, 13.3 and 13.4).

Wrap-Up (10 minutes)

Spend a few minutes asking participants to share their six-word mission and/or vision statements. Conclude by discussing the process and exploring which is more inspiring—the full statements or the six-word statements. Ask participants what this tells us about inspiration.

Facilitator Tips and Notes

- As an alternative, revise Part 3 of this module by turning the conversation to participants' own organizations. Ask them to investigate the mission, vision, and values statements from their organization(s) and determine how well they align with Sinek's concepts of the *why* from module 13.2. Ask participants to take 15 minutes to complete the *Getting to Why* activity (*Student Workbook*, 13.2) from module 13.2.
- Another alternative is to have participants collect mission and/or vision statements from businesses they know, student organizations, and/or campus departments. This adaptation could personalize the experience more. If this direction is chosen, ask participants to collect them ahead of time so copies can be made, bring the requisite number of copies for other participants, or have the statements electronically in order to project them.

Activity 13.3: Mission Statements

Part 1

Directions: Read each of the mission statements listed below and place a star next to the two that you like the best. If you are in a group, circle the two mission statements that the group likes the best.

Amazon: “to be earth’s most customer centric company; to build a place where people can come to find and discover anything they might want to buy online”

Apple: “bringing the best personal computing experience to students, educators, creative professionals and consumers around the world through its innovative hardware, software and Internet offerings”

Dell: “to be the most successful computer company in the world at delivering the best customer experience in markets we serve”

Facebook: “to give people the power to share and make the world more open and connected”

Google: “to organize the world’s information and make it universally accessible and useful”

Microsoft: “to enable people and businesses throughout the world to realize their full potential”

Skype: “to be the fabric of real-time communication on the web”

Twitter: “a work in progress”

Yahoo!: “to be the most essential global Internet service for consumers and businesses”

YouTube: “to provide fast and easy video access and the ability to share videos frequently”

Reference: Hamilton, D. (2011, January 13). Top 10 company mission statements. <http://drdianehamilton.wordpress.com/2011/01/13/top-10-company-mission-statements-in-2011/>

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Part 2

Choose six of the mission statements and develop a well-crafted, succinct, and inspirational six-word statement that, in your mind, better communicates an inspirational mission.

Corporation	Six-Word Mission Statement
1.	
2.	
3.	
4.	
5.	
6.	

Activity 13.4: Vision Statements

Part 1

Directions: Read each of the vision statements listed and place a star next to the two that you like the best. If you are in a group, circle the two vision statements that the group likes the best.

Allstate: “to reinvent protection and retirement for the consumer”

American Express: “the world’s most respected service brand”

CVS: “to improve the quality of human life”

DuPont: “creating sustainable essentials to a better, safer and healthier life for people”

Harley-Davidson: “extraordinary motorcycles and customer experiences”

Hilton Worldwide: “to fill the earth with the light and warmth of hospitality”

Macy’s: “a premier national retailer with iconic brands that each operate a multichannel business involving outstanding stores and dynamic online sites”

Reebok: “to help consumers, athletes and artists, partners and employees fulfill their true potential and reach heights they may have thought un-reachable”

Reference: McSween, D. (2010, December 4). Get inspiration from these 10 famous vision statements. www.brighthub.com/office/entrepreneurs/articles/98189.aspx

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Part 2

Choose six of the vision statements listed and develop a well-crafted, succinct, and inspirational six-word statement that in your mind better communicates an inspirational vision.

Corporation	Six-Word Vision Statement
1.	
2.	
3.	
4.	
5.	
6.	