



# Meet the **Funders**

Transformation Cornwall and Diocese of Truro

## Vision, Mission, Goals & Values

Anne Redelinghuys 16 June 2022.

# SESSION OVERVIEW

- **Why set a Vision**
- **What is a Vision Statement**
- **Top tips for writing a Vision Statement**
- **Developing your Mission**
- **Knowing your Values**
- **Setting Goals**



# VISION

The Dream

A stylized illustration of a winding road through rolling green hills. The road is dark grey with yellow double lines, curving from the bottom right towards the center. The hills are various shades of green, with a few dark green trees scattered across them. In the background, a bright sun is rising or setting, creating a lens flare effect with several rays of light extending across the sky. The sky is a gradient of blue and white. The overall scene is bright and optimistic.

# WHY SET A VISION?

It's a first stage process and fundamental for your future:



- **Starting point**
- **Purpose**
- **Focus**
- **Direction**
- **Inspiration**
- **Motivation**
- **Future**



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# WHAT IS A VISION STATEMENT

Snapshot future

Decision making  
guide

The Dream

Bigger picture

Reason to exist



# TOP TIPS FOR WRITING A VISION STATEMENT

- **Be Concise**
- **Be Clear**
- **Focus on the future**
- **Be Stable**
- **Be Challenging**
- **Be Inspiring**



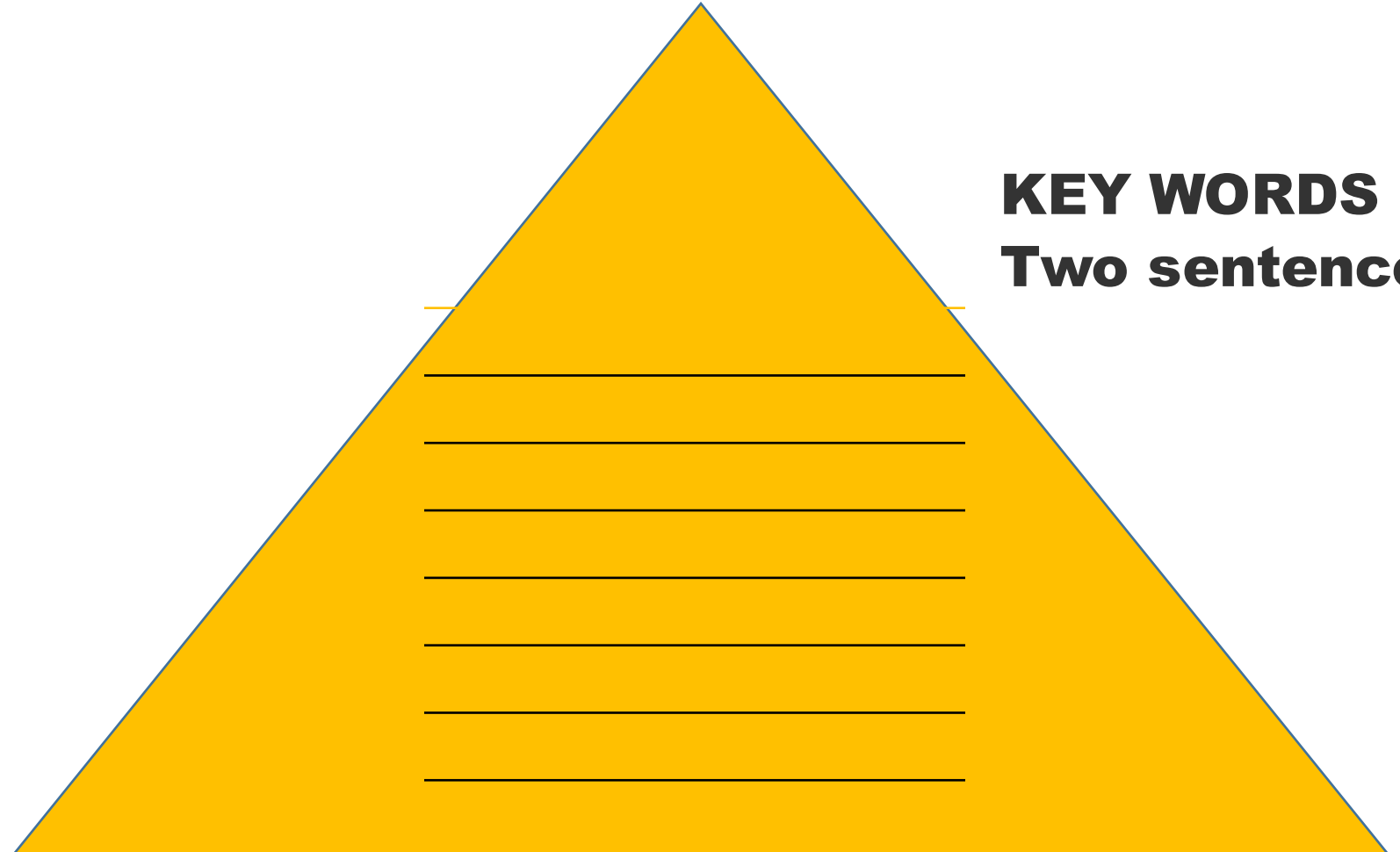


# YOUR VISION STATEMENT PRACTICAL

## OUR PROJECT VISION IS:

- Clear
- Concise
- Future
- Challenging
- Inspiring
- Stable

**KEY WORDS**  
**Two sentences**



A large yellow pyramid shape with horizontal lines inside, serving as a template for writing a vision statement. The pyramid is centered on the page and has a thin black outline. Inside the pyramid, there are eight horizontal black lines for writing. The top line is slightly shorter than the others, and the lines are evenly spaced.



# EXAMPLE



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# MORE EXAMPLES OF VISION STATEMENTS

## Oxfam

- **A just world without poverty.**

## Ikea

- **To create a better every day life for the many people.**

## Microsoft

- **To help people and businesses throughout the world realize their full potential.**



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# DEVELOP YOUR VISION

## Vision

- The Vision Statement is the dream, the future that we want to, the change we want to see
  
- Transformation Cornwall Vision is:
- **‘To See Faith in Action at the Heart of Flourishing Communities in Cornwall.’**



# BUSINESS CHARTER



## Business Charter



A business Charter is an organizational statement of purpose.



Why are you in business/your project? (Vision)



What business/project are you in? (Mission)



What are your principles? (Values)





Vision

Mission

Goals

Goals

Goals

Goals

Goals



VALUES

# DEVELOP YOUR MISSION

## Mission

- The Mission Statement is a broad statement of **what** the organisation will do in pursuit of its Vision.

- What to we do day to day
- Who do we serve
- What are we trying to accomplish
- What impact do we want to achieve

- Transformation Cornwall Mission is:
- **‘To Strengthen Faith Based Social Action in Cornwall.’**



# EXAMPLES MISSION STATEMENTS

## Examples

- Sweetgreen: To inspire healthier communities by connecting people to real food.
- TripAdvisor: To help people around the world plan and have the perfect trip.
- Twitter to give everyone the power to create and share ideas and information, instantly without barriers.



# GOALS

## Goals

- The Goals are defined as the aims or desired results – it is achievable.
- What you aim for that is measurable to get to the ultimate Dream/Vision
- Those are the chunks – steps to achieve
- They should be SMART
  - Specific
  - Measurable
  - Achievable
  - Relevant
  - Time bound



# VISION , MISSION, GOALS, VALUES AND OBJECTIVES



You SEE a Vision (a verbal image of what we ultimately want to achieve)



You HAVE a Mission (your business purpose and market sector)



You BELIEVE in Values (your moral compass and expected behavior)



You PURSUE Goals (the results we choose to accomplish)



You ACHIEVE Objectives (measurable targets along the path to our goals)



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# KNOWING YOUR VALUES

confidentiality fairness fairness  
impartiality inclusivity integrity inclusivity  
impartiality inclusivity flexibility  
impartiality respect confidentiality  
respect integrity respect  
fairness integrity flexibility

## Values (How you work)

- They are the principles of:
- what you stand for
- how you treat people
- the basis for your decisions and your actions

Transformation Cornwall values are:



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# TRUSSELL TRUST: VISION & VALUES



**Vision:** is for a UK without the need for food banks



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**Values:** Compassion, Justice, Community, Dignity.

# SETTING YOUR VISION, MISSION & VALUES SUMMARY:

**Vision:** the 'bigger picture' and provides: \* cohesion \* inspiration \* purpose.

**Key words that should be in our vision are**.....

**Mission Statement:** a broad statement of what the organisation will do in pursuit of its vision.

**Key words that should be in our mission statement are**.....

**Values:** the underpinning beliefs of the organisation, in relation to the work to be done

**Our key values are**.....

**Goals:** Aims tangible aims and outcomes that are measurable and achievable to get to the vision

Our goals are .....

# TRANSFORMATION CORNWALL<sup>+</sup>

Strengthening Faith Based Social Action in Cornwall

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## QUESTIONS & CONTACT:

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