



## Module 2

Definition of vision, mission and values

# Introduction to the module



**Module 2:**  
definition of  
vision, mission  
and values

You can not communicate yourself if you don't know who you are.  
Organisations therefore shouldn't define themselves by the activities they implement, but by the changes they want to make through those activities.

People relate with values and with a shared vision of the world in which they want to live in; so in order to engage them, first you need to make sure that yourself and all the members of the organisation share the same vision, mission and values. Only after this step you can reach out to others.

A clearly defined and communicated vision, mission and value statement can help to:

- attract and engage stakeholders
- build organisational culture
- increase productivity thanks to the staff's engagement and motivation

In this module we will explore:

- how to define vision, mission and values
- how to communicate it to others



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# Definition of vision, mission and values

An organisation that has a clear vision, mission and values will keep on living even if leaders and members change, because it is a dynamic system that marches towards a change it wants to create. It will attract people who believe in that change and who want to contribute to it.

## VISION

Every organisation needs to have a vision about an ideal world, a desired future, a dream that is far away from the here-and-now. Vision is the change the organisation wants to contribute to (but can not achieve alone). It can be idealistic and even a bit utopian, but optimistically reachable. Vision defines the direction and the ultimate objective of the organisation. It provides guidance and inspiration – it reminds the organisation's members why they are doing what they are doing.

## MISSION

Mission is the “part of the work to be done” to realize the vision: it is something with what the organisation contributes to reach the ultimate objective. It answers to three questions: WHAT the organisation does, WHO it does it for and HOW.

## VALUES

Values shape the organisation's culture and reflect on its principles, beliefs and philosophy.

When defining these three elements of your organisation, it is important that you keep them SIMPLE and that you make sure that everyone from the organisation shares the same vision, mission and values.





# Types of communication

## Example 1

**FORME** is a non-profit organisation working in the educational field.

**VISION** – To create a system of education that fits everyone and that considers people as individuals and not as numbers

**MISSION** – To promote non-formal education as a complementary educational methodology to formal education and to empower individuals, communities and social networks through skills development

**VALUES** – equal opportunities for all, transparency, quality instead of quantity

## Example 2

**SWEETGREEN** is a company that sells healthy, organic food.

**VISION** – To create a culture of sustainable lifestyles

**MISSION** – To inspire healthier communities by connecting people to real food

**VALUES** – think sustainably, make an impact, cultivate food and relationships





# How to communicate ourselves to the others

To communicate the organisation's vision, mission, values and activities we propose you Simon Sinek's Golden Circle principle which answers to three questions:



1. **WHY** – Why we do what we do?
2. **HOW** - How we do what we do?
3. **WHAT** – What do we do?





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## WHY WE DO WHAT WE DO

When communicating about your organisation the first thing to share is: Why are you doing what you are doing? What pushes you? What are you passionate about? What is the change you want to see? Do you have a personal story to share, the reason why you started what you are doing?

The answer to the WHY reinforces the message about the vision of the organisation. This is the information that people can emotionally relate to. Your WHY becomes the main reason why people want to establish a relationship with your organisation – why they want to be part of that change.

## HOW WE DO WHAT WE DO

Secondly, you should communicate the way you do things. In what you are different from the others? Which are the values you represent and the ethical codes you follow? What is new in what you are doing? It can be a new methodology, an approach, an innovative strategy in doing things – or it can be an already existing way that was proven very efficient.

## WHAT WE DO

Lastly you should communicate what you do – the services you offer, the activities and projects you implement. They should be coherent and support you in reaching your vision, reinforcing the answers given to the WHY.

In the non-profit sector people need the answer to the WHY more than in the for-profit sector; in the for-profit sector they can get satisfied when a product or service satisfies their individual need; in the social sector it is indispensable to transmit the message that they are part of something bigger.



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# Some other definitions to create a clear identity for your organisation

## Areas of Intervention (What you are focusing on)

It is useful to group your activities around to areas of interventions, in order to communicate better the strategy of your organisation. You should explain which result you want to reach through which activities. You shouldn't have more than three or four areas.

## Target groups (Who it is for)

It is also useful to explain to whom you are offering which kind of activity – this way stakeholders can navigate easily among your offers and find the ones they are interested in.

## Slogan

You can transmit a dynamic, short message through a slogan. You should use key words that recall your organisation.





## Exercise

Create a description of this organisation describing its vision, mission and values.  
(We give you the information about their areas of interventions and their target groups.)

### Areas of intervention:

- 1. Prevention:** sensitization and educational activities about legality
- 2. Rehabilitation:** activities aiming at the social re-integration of young people with criminal background
- 3. Sensitization:** sensitization campaigns and activities targeting the local communities about non-discrimination

### Target groups:

- 1. Young people** – educational activities about legality
- 2. Young people with criminal background** – educational activities aiming at the improvement of social and civic skills
- 3. Social workers** – training courses on working with young people with criminal background







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## Possible solution:

**VISION** – To create a society without criminality and where second chances are given without judging failure

**MISSION** – To educate communities about legality and to develop civic skills of young people

**VALUES** – non-discrimination, legality, no prejudice, tolerance etc.

the sound of silence



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