

Core Values, Goals, Objectives, Mission and Vision Statement

Preamble

A mission statement is a guiding light for a business and the individuals who run the business. It is usually made up of three parts: Vision (big picture idea of what you want to achieve), Mission (general statement of how you will achieve your vision) and Core Values (how you will behave during the process). Core Values - Core values define the business in terms of the principles and values that the business leaders will follow. They provide the bounds or limits of how the business leaders will conduct their activities while carrying out the vision and mission. Goals - Goals are general statements of what you want to achieve. So they need to be integrated with your vision. They also need to be integrated with your mission of how you are going to achieve your vision. Objectives are specific, quantifiable, time-sensitive statements of what is going to be achieved and when it will be achieved. They are milestones along the path of achieving your goals. A variety of objectives can be constructed to meet the differences goals.

Learning Objectives

1. To understand the meanings of and analyze core values, goals, objectives, mission and vision statement.

Learning Outcome

1. By the end of this course, students will be able to write core values, goals, objectives, mission and vision statement
2. The student should be able to vision statement and mission statement.

Organizational Values

Values are core beliefs or desires that guide or motivate our attitudes and actions. It is a picture of future success and forms when we think far enough ahead to realize there will be important challenges that we can prepare for now.

Sources of Values

Character Traits

Loyalty, enthusiasm, openness to others

Codes of Ethics

Hippocratic Oath

Ten Commandments

- Outdoor Code
- Goals
- Living a healthy life
- Caring for others

Criteria for a Meaningful Vision

- A vision engages the heart and the spirit.
- Leads toward a worthwhile goal.
- Gives meaning to an effort.
- Is simple.
- Is attainable.
- Can change over time.

Creating a Mission Statement, Setting Goals and Developing Strategies

A mission statement is a guiding light for a business and the individuals who run the business. It usually made up of three parts:

- Vision - big picture idea of what you want to achieve
- Mission - general statement of how you will achieve your vision
- Core Values - how you will behave during the process.

Each of these three elements is an important aspect of any project. Once you have developed your mission statement, the next step is to create the following items:

- Goals - general statements of mileposts you need to meet to achieve your vision
- Objectives - specific, time-sensitive statements for achieving your goals
- Strategies/Action Plans - specific implementation plans of how you will achieve your objectives and goals.

Mission Statement Elements

Vision: A vision statement is a mental picture of what you want to accomplish or achieve. For example, you may want to develop a profitable winery or a successfully organic dairy business.

Vision: A vibrant rural economy driven by value-added agriculture. The vision statement should be concise and easy to remember. Because it is easy to remember, it is easy for everyone in the organization to focus on the vision. When people focus on the vision, their daily activities are automatically directed towards achieving the vision.

Mission: A statement of mission is a general statement of how you will achieve your vision. There is a very close relationship between the vision and mission. The mission is an action statement that usually begins with a direct statement that is easy to understand and remember.

Mission: To create and facilitate the development of value-added agricultural businesses. The mission defines how it will achieve its vision. It will create a vibrant rural economy by creating and facilitating the development of value-added agricultural businesses. There is a very close relationship between the two elements. The vision and mission describe what will be achieved and how it will be achieved.

Core Values: Core values define the business in terms of the principles and values that the business leaders will follow. They provide the bounds or limits of how the business leaders will conduct their activities while carrying out the vision and mission.

Core Values

- Provide economically sound business opportunities for our members
- Practice high ethical business standards
- Respect and protect the environment
- Produce high quality products that are safe for consumers
- Meet the changing needs and desires of consumers.

Example of Vision

Nothing happens unless first a dream, Carl Sandburg

John F. Kennedy September 12, 1952

We choose to go to the moon.

Dr. Martin Luther King, Jr. August 28, 1963

—I have a dream.

It is my unique responsibility as the leader to shine a spotlight on the future... Margaret Thatcher

Mission

A mission is a brief statement that reflects the core values of an organization. It communicates an organization's long term objectives and explains why the organization exists.

Mission Statement

Serves as a communication tool for an organization and aligns people with a purpose. It fosters commitment and unity besides designing directions for change and growth. It also acts as an evaluation tool to help measure activities and programs. Sample Mission Statements

- To establish Hotel X as the premier provider of the finest coffee in the world while maintaining our uncompromising principles.
- To solve unsolved problems innovatively
- To offer all the fine customers in our territories all of their household needs in a manner in which they continue—Wal-Mart to think o

PROJECT PROPOSAL WRITING

Example of Mission Statement

- To preserve and improve human life
- Corporate social responsibility
- Unequivocal excellence in all aspects of the company
- Science-based innovation
- Honesty and integrity
- Profit, but profit from work that benefits humanity
- To make people happy
- No cynicism
- Nurturing and promulgation of wholesome American value
- Creativity, dreams, and imagination
- Fanatical attention to consistency and detail
- Preservation and control of the Disney 'magic' —Walt Disney

Reflective Question

1. State and explain core values, goals, objectives, mission and vision statement.

Reference

Ziegler, M. *Essentials of Writing Biomedical Research Papers*