

Directional Strategy Exercise

Directional strategies include mission, vision and values that guide groups when identifying their purpose, making key decisions and creating action steps. The following sections provide strategic thinking maps to help develop your mission, vision, and values.

I. Mission Statement

The mission statement is a broadly defined and enduring statement of purpose that distinguishes a group/organization from another of its type and identifies the scope of its operations in service, product (i.e. outcomes) and competitive terms.

Table 1: Strategic thinking map for writing a mission statement

| Mission Statement Components | Key Words in Our Mission |
|---|--------------------------|
| Target “audience”- family and/or youth | |
| Principle services/products (i.e. High Fidelity Wraparound) offered | |
| Geographical domain of service | |
| Commitment to specific values | |
| Explicit philosophy | |
| Other important components | |

Using the wording above, create a mission statement that distinguishes the group from another of its type and identifies its scope.

Mission Statement for group:

II. Vision Statement

Vision statements are about ideas, standards, and desired future states. They focus on ideals and encourages everyone in the group/organization to think about possibilities.

Table 2: Strategic Thinking Map for Writing a Vision Statement

| Vision Statement | Key Words in Our Vision |
|---|-------------------------|
| A clear hope for the future | |
| Challenging and about excellence | |
| Inspirational and emotional | |
| Empowers group/organization first and audience second | |
| Prepares for the future | |
| Memorable and provides guidance | |

Using words from the table above develop a group vision statement or vision that encourages everyone in the group/organization to think about possibilities.

Vision Statement for group:

Source: Farrell, C., Green, K., Hudson, G., Kasongo, W., Knight, B., and Seay, R. 2008. (unpublished graduate class project). Strategic Plan: Planned Parenthood of Alabama-2007-2009.

III. Values

Values are the fundamental principles that organizations and people stand for. Along with the mission and vision, they make an organization unique.

The following exercise can be used to identify core values.

1. Each member develops a list of core values they feel are important to the team.

Core values

- 1.
 - 2.
 - 3.
 - 4.
 - 5.
2. Each member lists/reads their values to the group. They are then recorded by the team on a black board/poster board for group discussion. From this list, 3-5 values will be selected based on group consensus that reflect the team's uniqueness and what they stand for.

Core Values selected by group members through consensus

- 1.
 - 2.
 - 3.
3. Define your top selected values:
 - Core value 1 definition:
 - Core value 2 definition:
 - Core value 3 definition:

Source: Adapted from <http://www.threadsculture.com/blog/company-culture/how-to-create-your-own-core-values-list/>