

**Strategic planning is a management tool for organizing the present on the basis of the projections of the desired future. It creates a road map to lead an organization from where it is now to where it would like to be in three or five years. As such, the mission and vision of the organization are critical guideposts to the strategic planning process.**

### **The Mission**

- Who are we?
- Why do we exist?

#### **A strong, clear mission statement:**

- Describes who we are and why we exist
- Is inspiring and easily understood
- Clarifies what we do, for whom, and why
- Defines the arenas in which we compete and collaborate

### **The Vision**

- Where are we headed?
- What are we striving for?
- What do we want to look like?
- Where do we want to be at a specific point in time?

#### **A compelling vision statement:**

- Excites and energizes
- Is easily understood
- Is transferable across functions and roles
- Fosters commitment and dedication
- Describes an end state and positive outcome
- Aligns with the mission and values

## **Visioning Questions**

The following questions can help you to develop ideas for a compelling vision statement. Think about how you envision the organization in the future – 3 to 5 years from now. As you answer these questions, focus on significant and recurring words, phrases, and elements to hone in on a vision statement that is most relevant to your organization and that resonates with your key stakeholders.

- What impact will we have?
- What will be most important?
- How will my life be affected? What will pull me out of bed each morning?
- What will excite and energize me?
- What will put a big grin on my face?
- How will employees view us? How will we affect their lives?
- How will clients/customers view us? How will we affect their lives?
- How will other stakeholders (partners, funders, suppliers) view us? How will we affect their lives?
- How will we be known in the community? What will we be known for?
- When we see the front-page news article about us, what will the headline read?
- What will be the “buzz” in the industry/field about us?
- How will we know we have achieved our vision?
- As you step through our doors, what will you see? How will you feel?
- What will be most different about us?

*Chatsworth Consulting Group, based in New York and Pennsylvania, helps individuals and organizations articulate and realize their goals. By taking a holistic approach to consulting and coaching, CCG uncovers the often-hidden opportunities for success so that clients move forward with greater focus and purpose. Learn more by visiting [www.chatsworthconsulting.com](http://www.chatsworthconsulting.com).*