

RAPID TEAMWORK MASTERCLASS HANDOUT

MODULE 2.2 – “MISSION & VISION”



MISSION

WHY WE EXIST (*FUNDAMENTAL PURPOSE*)

VISION

OUR COMPELLING FUTURE (*PROVIDES DIRECTION*)

VALUES

HOW WE BEHAVE (*COLLECTIVE COMMITMENTS*)

GOALS

WHAT NEEDS TO HAPPEN TO ACCOMPLISH OUR MISSION.

OBJECTIVES

SPECIFIC MILESTONES WITH TIMELINE FOR ACHIEVING A GOAL.

ACTION PLANS

PLANS OF HOW YOU WILL ACHIEVE EACH OBJECTIVE



Our Mission Statement is what we do every day.

Our Vision Statement is where we want to be in 5 years.
(Our Team Values are daily behaviors we demonstrate)

MISSION WORK:

Why do we exist?

We are here to make:

And we are here to deliver:

Who do we serve / impact?

We are here to serve:

And we impact:

When we are at our best, HOW do we serve and impact them (actions)?

We serve them by:

And we impact them by:

What can people do as a result of our work?

Our coworkers can:

Our customers can:

("We _____ for _____ so _____")



SAMPLE MISSION STATEMENTS:
(what we do every day)

Virgin Airways: "to embrace the human spirit and let it fly."

Tesla: "to accelerate the world's transition to sustainable energy."

Facebook: "to give people the power to build community and bring the world closer together. People use Facebook to stay connected with friends and family, to discover what's going on in the world, and to share and express what matters to them."

Starbucks: "to inspire and nurture the human spirit—one person, one cup, and one neighborhood at a time."

Nordstrom: "to give customers the most compelling shopping experience possible."

Red Cross: "the American Red Cross prevents and alleviates human suffering in the face of emergencies by mobilizing the power of volunteers and the generosity of donors."

OUR MISSION STATEMENT:



Our Mission Statement is what we do every day.
Our Vision Statement is where we want to be in 5 years.
(Our Team Values are daily behaviors we demonstrate)

VISION WORK:

In 5-7 years, what is the most important work we are doing?

We are making:

And we are delivering:

In 5-7 years, how do our customers describe us?

We are making people feel:

And we are having an impact by:

In 5-7 years, what is it like to interact with our team?

As a coworker:

As a customer:

In 5-7 years, how will we measure success?

For our customers:

For our coworkers:

(a vision must be inspirational, achievable, and visible!)



SAMPLE VISION STATEMENTS:

(where we will be in the future)

Google: "To provide access to the world's information in one click."

Habitat for Humanity: "A world where everyone has a decent place to live."

Hilton Hotels & Resorts: "To fill the earth with the light and warmth of hospitality."

IKEA: "To create a better everyday life for the many people."

LinkedIn: "To create economic opportunity for every member of the global workforce."

Walgreens: "To be America's most loved, pharmacy-led, health, well-being and beauty company."

OUR VISION STATEMENT:

