

WHAT TO KNOW

This Users Guide is made for:

- ➔ Leaders and project managers of youth organization, non-formal youth group or any other organizational form working with and for young people;
- ➔ People who already have established work in their organization and project they are planning and running;
- ➔ Have established social network presence that they want to improve;
- ➔ Motivated to change for ensuring progress of their organization;
- ➔ Team work. You can do this course alone but it will not have same effect as if you are doing it as a team.



Here is one example of a mission and vision that can sound confusing to the people you directing:

Mission: The preparation and organization of the marathon race at Mount, its promotion and projection by all means, the coordination of the support bodies and the integrated supervision for the consolidation, recognition and promotion of the race.

Vision: To create interest in mountain marathons, climbing and hiking in every form and activities that involve nature and mountains for as many people possible.



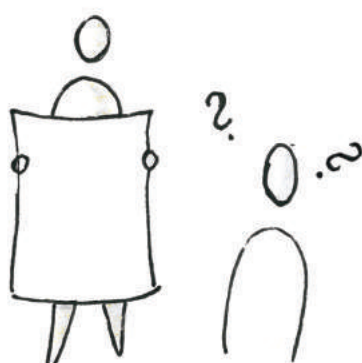
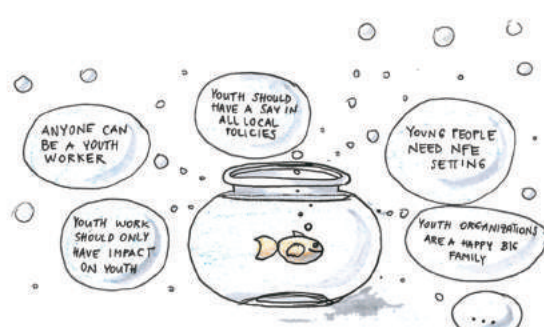
ORGANIZATION

We will start from re-think your organization Mission, Vision and key organizations Values

WHY WE TALK ABOUT



Mission and Vision of your organization



Before we show you concrete steps for creating or redefining your mission and vision statements, it is important to define the terms "mission" and "vision". Often when you talk with people from organizations, even presidents or CEOs, one simple question "What are the mission and vision of your organization?" can sound very complicated and get them confused. Instead of bringing clarity and inspiration, it brings confusion and disinterest.

If your mission and vision sound confusing to people they will think that you don't know what you are doing. If you are convincing someone to join you or to support you, for sure is not good to come across as someone who doesn't know what they are doing. In order to avoid that, we need to know what we are talking about and stand strongly behind it.

So don't keep your mission and vision in the drawer, take them out and improve them so that you can scream it out loud and that people will understand what you are screaming about. Their primary value lies in their internal and external everyday use.

➡ Internally, you can use those statements to:

- ➡ Keep up your work on track in achieving mission and vision of the organization;
- ➡ Inspire your team, provide clarity of the work and make them be focused on success;
- ➡ Ensure that discussions on the justification of decisions will always guide you into right direction;
- ➡ Be sure that no matter how many people come and go, your organization will follow the same path.

➡ Externally, they serve as a tool for communication. On one hand to inspire citizens to join or support your cause, and on the other to convince stakeholders that there is no one better than you for certain job.

In the picture No. 1 you can see a flowchart which shows you how every single activity of your organization should be defined. Knowing your mission, vision and organizational values, ie. knowing who you really are, where you are going and how.

the communication strategies for your projects. This is the reason why we are taking you one step back to check your organization's mission, vision and values before you start. Every team is always gathered around certain cause.

If you are a football fan, that cause will be supporting your team to win and you will be going to games with people that support the same team and cheering for them contributing to that winning. Same is with youth organizations and people supporting any cause. That cause is defined by the mission, vision and values of that group/organization, and at the same time they represent their fuel for success. If you don't scream name of your team at a football game no one will know whom you are supporting, and the same goes with any cause: if you don't share it with people you will not know if they are fans of the same team like you are.



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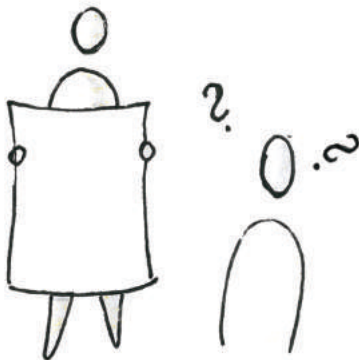
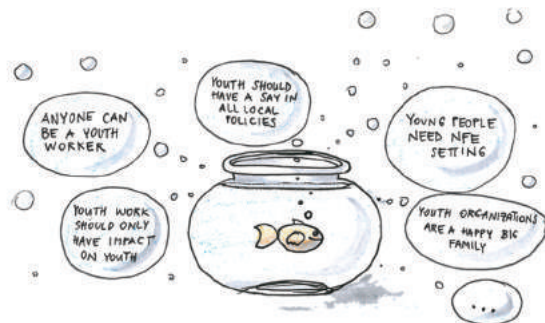
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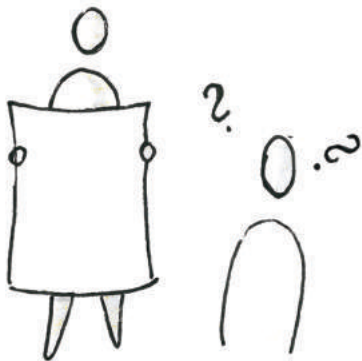
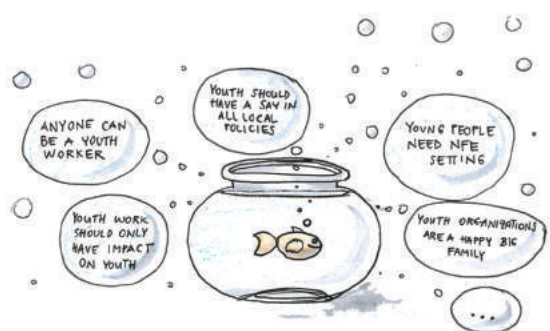
Mission and Vision of your organization



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