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## Vision Statement, Mission Statement and Core Values

The mission and vision statements are critical to the strategic planning process since they provide clear, guiding principles that further define who the health center is as an organization and why the center exists. Mission and vision statements create the foundation for action planning and a basis for accountability with the community. The mission is the *what*, while a vision is the *why*.

**Vision Statement** - Why do we pursue the mission everyday? We pursue it to see the vision someday becomes reality. The vision of an organization is the *dream*, the type of statement that answers the questions “where are we going” and “what can we achieve?” It is a concise word picture of what the organization strives to be, and should always be the roadmap that drives, inspires, and motivates those affiliated with the organization. This is the *real purpose* for going to work everyday...how the world will be different because of the organization?

**Mission Statement** - Mission is a statement that specifies an organization’s purpose or “reason for being.” The mission should capture the essence of who the center is, what the center does, and for whom. The mission should guide each day’s activities and decisions. It is the primary standard against which the organization’s plans and programs should be evaluated. The mission statements use simple and concise terminology, speak loudly and clearly, and generate enthusiasm for the organization. The mission is the core, it is the purpose of the organization.

It is the board’s responsibility to adopt a written mission statement, which articulates the organization’s goals, means, and primary constituents served. The statement should serve as a guide to the organization planning, board and staff decision making, and setting priorities among competing demands for scarce resources.

**Core Values** - Values are the principles and ideals that bind the organization together including the customers, employees, vendors, and all stakeholders. They are developed to frame an ethical context for the organization, and to many they are the “ethical standards” of the organization – the foundation for decision making within the organization.

All leadership must operate from the same ethical frame of reference so that decisions of one will mirror the decisions of others.

Values are critically important to organizations because those who have the same value systems, or core values, tend to succeed within the organization, while those who do not share that set of values generally do not succeed. As employees are faced with daily decision-making, the core values will serve as the guidelines. When managers' and employees' values do not match those of the organization – stated or implied – the results could be turnover, decreased productivity, dissatisfaction.

### **Example of CHC Vision Statement, Mission Statement and Core Values**

#### *Vision Statement:*

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Community Health Center will eliminate all health disparities in our community.

#### *Mission Statement:*

Community Health Center will provide quality, primary health care services, accessible to all persons in our community including the medically underinsured and uninsured.

#### *Core Values:*

Community Health Center's Core Values are:

- ❖ Accessibility
- ❖ Availability
- ❖ Accountability
- ❖ Collaboration
- ❖ Equality
- ❖ Integrity
- ❖ Meaningful Value
- ❖ Professionalism/Leadership/Personal and Professional Growth
- ❖ Quality
- ❖ Respect
- ❖ Teamwork

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