

Vision and Mission Process

We know in our hearts that we are in the world for keeps; yet we are still tracking 20 year problems with 5 year plans, staffed by 2 year personnel working with 1 year appropriations. It is simply not good enough. - Harlan Cleveland in The Futurist Trusting your organization to grow and develop in a haphazard fashion is taking a very large chance on your future. Vision and Mission statements may seem like the soft stuff of business, but as seasoned executives know, these intangible elements play a very important role in the success or failure of a business. Once developed, your vision and mission statements will provide a firm understanding of who you are and what you are about to yourself, your staff, and those with whom you do business. So what's the difference? A Vision Statement is that clear future state or position that identifies the ideal of what you want your organization to become. A Mission Statement is the purpose of your organization. It states who you are, who you serve, what products and services you provide, and how you make those products and services available to customers. The mission statement says what your organization was formed to do. Effective Vision and Mission statements galvanize your business. The focus they bring helps you execute your strategy, achieve your goals, and live out your values every day. Advantage Consulting Vision and Mission Programs will enable you to determine and define your direction and purpose. The process is designed to give you the key to long-term business success. We will work with you to:

- Understand your Strategy
 - Create Your Mission and Vision Statements
 - Develop Your Guiding Principles
 - Communicate Your Mission and Vision Statements
- Clear Mission and Vision statements are among the most crucial building blocks of successful organizations and are at the very heart of every Strategic Plan.

Used in combination, all three fast cycle processes: Prometheus; creation of your Vision and Mission, and the development of Scenario Plans to map out implementation, give you a precise and clear roadmap to your future:

- Scenario Planning
- Vision and Mission Process