



## Developing a Vision and Mission Statement

Vision and mission statements announce the values and priorities of your organization in clear, concise terms. They serve as the building blocks on which future quality improvement efforts are built.

### Vision Statement

This is the picture of your organization in the future – the desired future-state. It is value-based, not bottom-line driven. It serves as the inspiration and framework for strategic planning and encompasses your passion. It reminds you of what you are trying to build.

***Example:** The vision of Meadowlark Hills is to create an environment where people are loved, valued and at peace.*

The best vision statement is clear about who you are as a company and who you want to become. It doesn't outline how get there, but it does set the direction for future planning.

#### Tips for Writing a Vision Statement:

- Be brief and succinct; carefully choose your words for maximum impact.
- Think long-term without sounding generic.
- Don't limit your vision by being too specific. This could make it inapplicable 10 years down the road.
- Share with your teams for input and insight.

### My Vision Statement

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## Mission Statement

This describes the purpose of your organization. It serves as the guide for actions, spells out overall goals, provides a path to achieve them and guides decision-making. It offers the context within which the company's strategies are formed.

**Example:** *The mission of Meadowlark Hills is to be each resident's home. We are committed to enhancing quality of life by nurturing individuality and independence. We are growing a value-driven community while leading the way in honoring inherent senior rights and building strong and meaningful relationships with all whose lives we touch.*

### Tips for Writing a Mission Statement:

- Make it valuable, inspirational, plausible and specific.
- Keep it short and sweet.
- Focus on either short-term or long-term goals, not both.
- Share with your teams for input and insight.

## My Mission Statement

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This pre-work relates directly to the [Guide to Develop Purpose, Guiding Principles, and Scope for QAPI](#) from the [QAPI-at-a-Glance](#) guide.

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