

## Organizational vision, mission, and values

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### Vision

A vision is a guiding image of success formed in terms of a contribution to society. It answers the question of "What will success look like?" It is the pursuit of the image of success that really motivates people to work together. A vision is out of control of one organization. Many organizations contribute to achieve a vision.

Examples

- A society where men and women have equal rights and opportunities.
- Rural population in Cambodia in peace and prosperity.
- A society where people enjoy their life equally to the laws.

### Mission

A mission answers the questions why does an organization exist (purpose), what business is it in (main activities/approaches), and who it serves (target group). A mission statement has 2 elements:

- The **Purpose Statement**: indicate what your organization seeks to accomplish. Example: to promote women's rights; to improve living conditions; to improve justice etc.
- The **Business Statement**: activities or programs your organization chooses to pursue its purpose. Example: to provide education and counseling service; to provide financial services; to advocate for the rights etc.

Examples

- To provide education and counseling service to women victims in Cambodia in order to promote women's rights and opportunities.
- To improve living conditions of Cambodia rural poor through the provision of rural financial services that meet their small business needs.
- To advocate for the rights of poor and vulnerable people in order to improve justice in the society.

### Values

Values are beliefs that guide or motivate behaviors or actions. Organizational values are beliefs which your organization's members hold in common and endeavor to put into practice. Values are very important for the organization because they guide staff behaviors in performing g their work, help the organization to increase effectiveness and achieve its mission and vision.

**Examples of values:** Team work; respect diversity; honesty; professionalism; integrity, result oriented, Gender equity; personal development; creativity; learning etc.

**Examples of values statements:**

- We believe that eating vegetables is healthier than eating pork.
- We believe that on-going learning will improve our organizational effectiveness.
- We believe that women can make significant contributions to social change.

**Note:** We need a fully participatory process and proper facilitation in order to develop a good and shared vision, mission, and values.