**Vision and Mission Statements**

**\*Please do a vision/mission statement for each department you are over**

**Definitions:**

**Vision:**

* A view of where an organization wants to be or what it wants to look like at some point in the future; a picture of the ideal state of the organization and/or its impact on society.
* A view of who we are as an organization

**Mission:**

* A declaration of organizational purpose that states, who it is, who it serves, what needs it meets, what it does to respond to those needs, and to what end
* A brief and memorable statement of the essential purpose of an organization

**Example Vision Statements**

**GM’s** vision is to be the world leader in transportation products and related services. We will earn our customers’ enthusiasm through continuous improvement driven by the integrity, teamwork, and innovation of GM people.

**McDonald's** vision is to be the world's best quick service restaurant experience. Being the best means providing outstanding quality, service, cleanliness, and value, so that we make every customer in every restaurant smile.

**Amazon.com -** Our vision is to be earth's most customer centric company; to build a place where people can come to find and discover anything they might want to buy online.

**Google -** Google's mission is to organize the world's information and make it universally accessible and useful

**Example of mission statements**

NIKE Inc  
To bring inspiration and innovation to every athlete in the world. If you have a body, you are an athlete.

Microsoft  
At Microsoft, we work to help people and businesses throughout the world realize their full potential. This is our mission. Everything we do reflects this mission and the values that make it possible

**Saddleback Valley Community Church** - "To bring people to Jesus and membership in his family, develop them to Christ-like maturity, and equip them for their ministry in the church and life mission in the world, in order to magnify God’s name."

**International Office Systems, Inc.** - "Best Product; Best Service; Best Price."