

# 12 VISION AND MISSION

## VISION

A vision describes what kind of change your organization wants to achieve in the world. It is a guiding image of success formed in terms of a contribution to society. You will never be greater than the vision that guides you. No Olympic athlete ever got to the Olympics by mistake; a compelling vision of his or her stellar performance inevitably guides all the sweat and tears for many years.

Martin Luther King, Jr. said, "I have a dream," and what followed was a vision that changed a nation. That famous speech is an example of the power that can be generated by creating and communicating a compelling vision of the future. It can also be a driving force for motivation and involvement.



VISION

## MISSION

When you have defined your vision, the mission is important as it depicts the way you want to go to achieve your vision. What are the steps you need to take to achieve your vision?



MISSION