



CREATING YOUR VISION, MISSION & VALUES

FOR SMALL CHARITIES, MUSIC & ARTS ORGANISATIONS



OUR VISION - THE WORLD WE WANT TO SEE

Q: What is it you want to change and how in the long-term - ie 10 years' time?
What's the problem and your solution - be specific, ambitious.

ACTIVITY: YOUR FEATURE STORY

1. Look forward 10 years. Imagine a journalist writing a cover story on the people/ things you want to have an impact on, and your work.
2. What would be the: headline, key points, image?
3. Run a group discussion & jot down the key points that need to be in your vision.



OUR MISSION - HOW WE'RE ACHIEVING IT

Q: What do you exist to do, how do you do it, why does it matter?
Why does the world need your team, ideas, knowledge, organisation?

ACTIVITY: YOUR BEST WORK - HERO'S JOURNEY TECHNIQUE

1. What does it look like when you are doing your best work?
2. What was a) the cause/ problem (who what where) b) your actions (how you made a difference) b) your impact (what happened as a result).
3. Highlight common themes/ words/ phases that need to express your mission.



OUR VALUES - WHAT WE BELIEVE IN

Q: What's important to you and how does that affect your actions and behaviours, ie 'how we do things here'. Avoid anything that's fundamental - eg professional, trustworthy.

ACTIVITY: VALUES IDEAS STORM

1. What do you value deep down? Write 6 values on Post-Its. Stick them on the wall.
- 2 Discuss & put in order of priority.
3. How well are you living these? Score from 1-3. You may need to adapt your priorities.

**YOUR BRAND EMBODIES YOUR
VISION, MISSION, VALUES AND HELPS YOU
TO CONNECT WITH PEOPLE**