

# Mission, Vision, Values (201)

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# Group Expectations

1. **Respect Others:** Treat all members of the group with respect.
2. **Stay on Topic:** Keep the discussion focused on the topic at hand.
3. **Listen Actively:** Listen to what others are saying before responding. Try to understand their perspective.
4. **Contribute Constructively:** Share your thoughts and ideas in a positive and constructive manner.
5. **Confidentiality:** Respect the privacy of others.
6. **Be Open-minded:** Be willing to consider and discuss different viewpoints.
7. **Participate Actively:** Engage in the discussion regularly, and also allow others to express their thoughts.
8. **What did we add? What else is needed?**

# Recovery Organization Culture

Utilizing the information, we discuss as well as the information listed below, take 20 minutes with your group of 4-5 people and identify the Values, Beliefs, Norms, Symbols, and Practices that would contribute to or be part of a Recovery Culture. Select one person to record your answers and another to present when you return.

[Additional Information \(please click below\)](#)

[SAMHSA's working definition of recovery](#)

[The 4 Major Dimensions of Recovery](#)

[The Ten Guiding Principles of Recovery](#)

# Values Statement



## Values Statement

A values statement outlines the core principles that guide the organization's culture. It acts as a moral compass, guiding actions and setting standards for the organization.

### Developing a values statement involves:

- Identifying and articulating unique organizational values that define its culture and differentiate it from others.
- Clearly defines the conduct and ethical standards that the organization and its employees and volunteers are expected to uphold in alignment with these values.



# Vision Statement

A vision statement is a brief and inspiring statement of the organization's desired future state, direction, and impact.

- It answers the question: **What does the organization aspire to be or do?**
- It identifies the **problem or need the organization** seeks to address or fulfill.
- It envisions the organization's **long-term** aspirations, setting a clear direction for progress and growth.

A vision statement motivates and energizes the organization's members and stakeholders, providing a clear and compelling picture of the ultimate goal.

A vision statement should be ambitious, realistic, and memorable, reflecting the organization's culture and values.

# Vision Statement Example

**Mental Health America** envisions a just, humane and healthy society in which all people are accorded respect, dignity, and the opportunity to achieve their full potential free from stigma and prejudice.

**United Way:** We envision a world where every community is a resilient one, with family-sustaining jobs, good schools and a healthy environment for all.

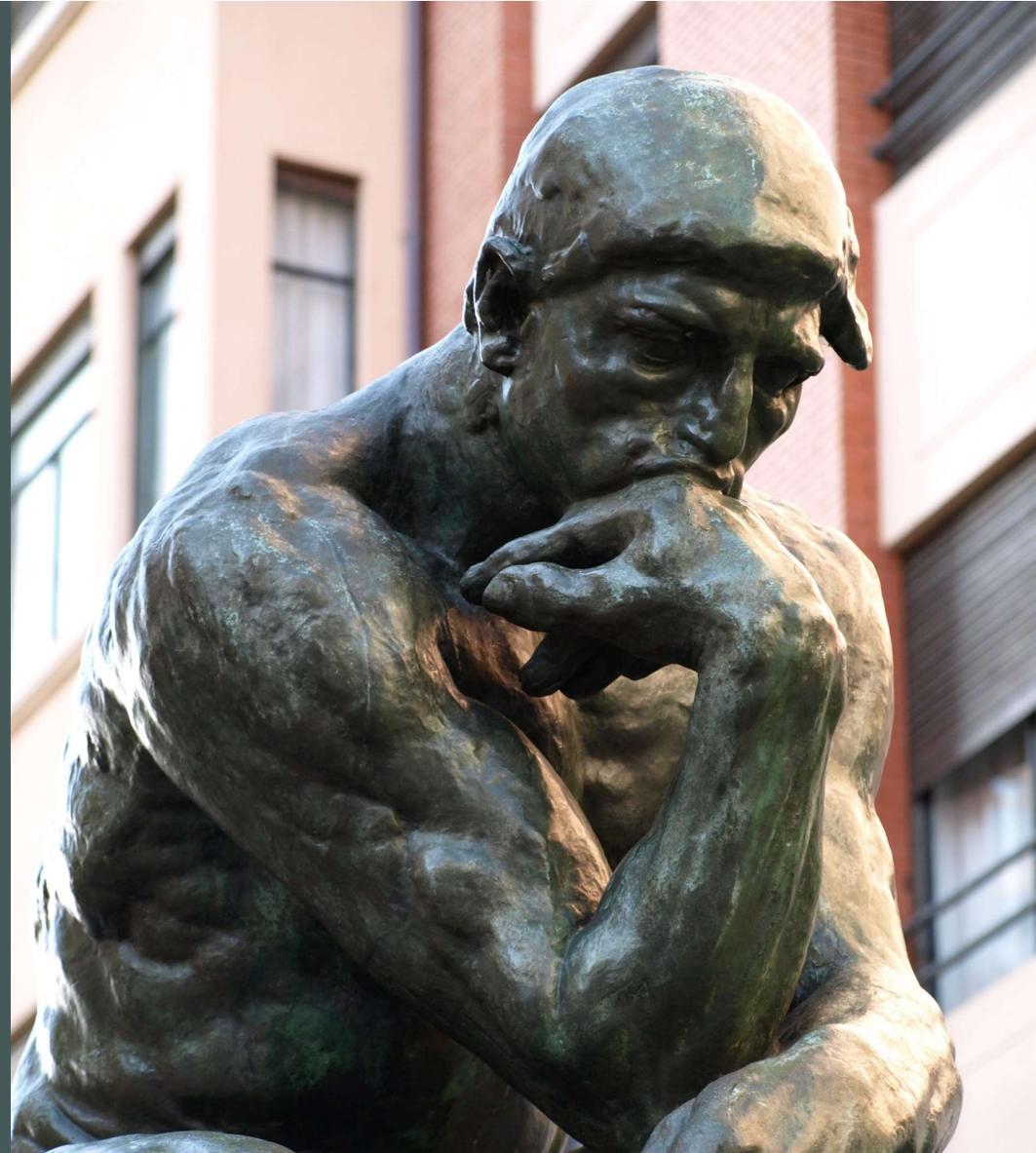
**Faces and Voices of Recovery:** We envision a world where the diverse voices of individuals and families affected by addiction are embraced and connected in communities, free from discrimination and injustice.

# Mission Statement

A mission statement is a clear, concise, and compelling phrase that outlines an organization's purpose, goals, and values.

It serves as the foundation of an organization's identity and guides its operations.

It supports the vision and communicates the organization's purpose providing a sense of direction and alignment.



It answers the questions:

**Why does your organization exist?**

- **Who** will be impacted?
- **What** do you aim to achieve?
- **How** will it be accomplished?



# Steps to consider:

- Identify your core **values and beliefs**. What are the **principles that guide** your actions and decisions?
- Define your target audience. **Who** are you serving and what are **their needs and expectations?**
- Describe your products or services. **What** are you offering and **how** do they benefit your customers?
- Write a **concise, specific, and clear statement** that captures the essence of your organization. Use **simple and direct** language that reflects your values and vision.
- **Review and refine** your statement. Ask for **feedback** from your stakeholders, customers and employees. Make sure your statement is aligned with your goals and strategies.

# Example Mission Statement

**Mental Health America:** Mental Health America advances the mental health and well-being of all people living in the U.S. through public education, research, advocacy and public policy, and direct service.

**Who:** all people living in the U.S.

**What:** advances the mental health and well-being

**How:** through public education, research, advocacy and public policy, and direct service.

# Example Mission Statement

**United Way:** United Way seeks to improve lives by mobilizing the caring power of communities around the world to advance the common good.

**Who:** the world

**What:** improve lives & advance the common good

**How:** mobilizing the caring power of communities

# Review

**Organization Culture:** the cornerstone of an organization's identity and functioning. It encompasses shared values, beliefs, behaviors, and practices within an organization, significantly influencing behavior, decision-making, and interactions.

**Mission:** a clear, concise, and compelling phrase that outlines an organization's purpose, goals, and values.

**Vision:** a brief and inspiring statement of the organization's desired future state, direction, and impact.

**Values:** the core principles that guide the organization's culture. They act as a moral compass, guiding actions and setting standards for the organization.

# Ethics & Standards

A code of ethics is a set of standards based on the values of an organization that guide an individual's conduct, practices, and decision making. They directly relate to the organization's culture, mission, vision, and values.



# Thoughts and Questions

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