

Vision, Mission, and Effective Goal Setting

Aligning Purpose with Actionable Results

The Strategic Hierarchy

- **Vision:** The "Why" and the "Where" (Future-oriented).
- **Mission:** The "What" and the "How" (Present-oriented).
- **Goals:** The "When" and "How Much" (Action-oriented).

Defining the Vision Statement: The North Star

- **Purpose:** To inspire and provide long-term direction.
- **Timeline:** 5–10+ years into the future.
- **Key Characteristics:**
 - Aspirational and emotional.
 - Focuses on the *impact* the organization wants to have on the world.

VILLAGE VISION STATEMENT

The Village of Lake Orion is a desirable, vital, vibrant, safe, sustainable small community that cherishes its local culture, heritage and history as it moves forward into the future. Encouraging innovation and continuous improvement promoted by the diversity of its citizens and businesses through their involvement in local governance who understand their responsibility for protecting its special natural resources creating a unique place by which its citizens and businesses are proud to call "home".

Defining the Mission Statement: The Daily Roadmap

- **Purpose:** To define the organization's current business, objectives, and approach.
- **Timeline:** The "here and now."
- **Key Characteristics:**
 - Informative and realistic.
 - Defines the target audience and the primary service/product.

VILLAGE MISSION STATEMENT

The Mission of the Village of Lake Orion is to foster the reemergence of our community with a vibrant downtown and a high quality of life that is enhanced by our historic character, trails and waterway features.

Defining Organizational Goals: The Milestones of Success

- **Purpose:** To translate the mission into specific performance targets.
- **Timeline:** Short to medium-term (typically 1–3 years).
- **Key Characteristics:**
 - Quantifiable and trackable.
 - Directly supports the achievement of the Mission.

Summary Table: Key Differences

<u>FEATURE</u>	<u>VISION STATEMENT</u>	<u>MISSION STATEMENT</u>	<u>GOALS</u>
Question	<i>Where are we going?</i>	<i>What do we do today?</i>	<i>How do we measure progress?</i>
Focus	Future / Aspiration	Present / Purpose	Specific Results
Audience	Employees & Stakeholders	Customers & Employees	Internal Teams
Change	Rarely changes	May evolve with the market	Changes frequently

Describing "Good" Goal Setting: Beyond the To-Do List

- **Alignment:** Every goal should "cascade" upward. If a goal doesn't help achieve the Mission, it's a distraction.
- **Ownership:** Good goals are assigned to specific individuals or teams to ensure accountability.
- **Clarity:** A well-set goal leaves no room for interpretation—success is binary (it was either met or it wasn't).

The SMART Framework

- **S - Specific:** Clear, simple, and defined.
- **M - Measurable:** Use numbers or data points to track progress.
- **A - Achievable:** Challenging but realistic given available resources.
- **R - Relevant:** Aligned with the broader company values and vision.
- **T - Time-bound:** A hard deadline to create urgency.

Conclusion & Best Practices: Turning Strategy into Reality

- **Review Regularly:** Goals should be discussed in weekly/monthly check-ins, not just annual reviews.
- **Be Flexible:** If the market changes, pivot your goals while keeping your Vision constant.
- **Celebrate Wins:** Acknowledge when milestones are met to maintain momentum.