**Vision and Mission Exercise**

**1. Social Problem Definition**

**What is the social problem that your organization is addressing?**

Defining the social problem that your organization is founded to address is an important and vital organization core. It defines the reason of your existence: **why** your organization was set up and **why** your work is necessary.

Remember that it is a problem and it is therefore a negative statement.

**We work to address the lack of** \_\_\_\_\_\_\_\_\_\_\_\_\_\_ **that leads to** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

**2. Vision**

**How does the world look like when the problem is solved?**

Your vision is an idealised view of the world, it is your dream. The statement should be well articulated and easy to understand in order to inspire others and convey hopes for a better future. Your vision statement should be concise and memorable, it should ideally be short enough to fit on a T-shirt.

**We strive for a day when** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

**3. Mission**

**How do we address and solve the problem?**

Your mission is the way you address the social problem to achieve your vision. Many other organizations may also be trying to solve the same social problem. Your organizations uniqueness lies in how you specifically work to address the SPD. While you should not go into a lot of detail, your mission statement should answer **what** you do, **for whom** and **how** you do it.

**We** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ **(verb) for** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ **(beneficiaries)**

**by** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ **(service) and** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ **(service).**

**4. Relationship of SPD and Mission and Vision**

The SPD is the foundation to your mission and vision. Your vision statement should inspire people to dream; your mission statement should inspire them to action.

**Vision**

**Mission**

**Social Problem Definition**