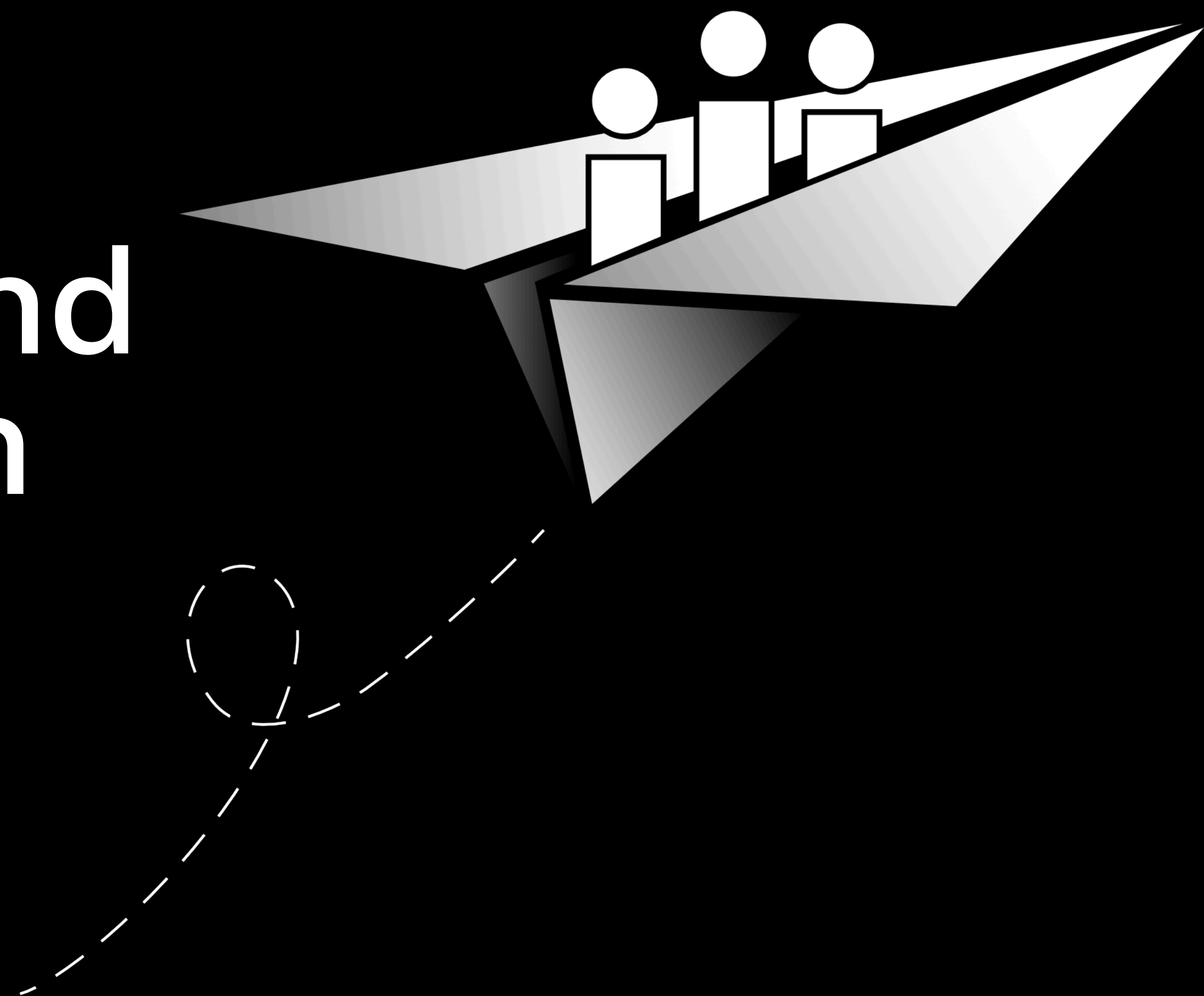


Crafting a Mission and Vision For Your Team

Kevin Goldsmith



**Why should we create mission
and vision statements for our
teams?**

Alignment
Motivation
Autonomy

What Is a Vision Statement?

- What are your aspirations as a team?
- If you achieve your vision, how will your organization, your company and your customers be better?
- Is ambitious, but attainable.
- Is clear and easy to understand.

What is a mission statement?

- It should clearly lead towards your vision.
- What is your team's core purpose? What are you here to do?
- It should be short, clear and concise. Memorable.
- It should be distinct from the other teams in your organization.
- It should be aligned to the larger mission of your organization and your company.



Vision: To be Earth's most customer-centric company, where customers can find and discover anything they might want to buy online.

Mission: We strive to offer our customers the lowest possible prices, the best available selection, and the utmost convenience.



Vision: A love of wild and beautiful places demands participation in the fight to save them, and to help reverse the steep decline in the overall environmental health of our planet.

Mission: Build the best product, cause no unnecessary harm, use business to inspire and implement solutions to the environmental crisis.



Vision: Avvo will be the Best Place to Find & Hire the Right Lawyer for You.

Mission: We make sure that the directory reduces friction, the profile pages and messaging tools provide the information our customers need to make a decision.

Avvo

Infrastructure (DevOps) Team

Vision: Any team in the company can build their ideas quickly and deploy with confidence.

Mission: We support anyone who wants to run code in production by creating the underlying services and tools to make building, shipping, and running code as easy and efficient as possible.

How do you craft your vision statement?

- It's a collaborative process! The team should work on it together
- Questions to answer
 - If we do our jobs well, what would the future look like in 5-10 years for our customers and our company?
 - Why is this team here?
 - What do we stand for?
- Distill the answers into a clear statement that achieves the goals of a vision statement.

How do you craft your mission statement?

- This is also a collaborative process! It has to be done together.
- Work from your vision statement.
- What must you achieve in the near-term to achieve your vision in the long-term?
- What should your focus be over the next 2-3 years in order to achieve the vision?
- Pick the words that exemplify your near-term goals and create a short, clear statement that captures them

How to do you communicate them?

- Socialize them with your manager and your peers.
- Socialize them with your organization.
- Include them in team documents.
- Post them in team areas (physical and virtual).
- Revisit them in team meetings.

How do you update them?

- Revisit them once a year or if the organization or company make a significant pivot.
- Ask the questions:
 - Are they still relevant?
 - Do we still agree with them?
 - Do they conflict with any other teams?
- If yes, redo the exercise...

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