

# Sample Vision & Mission Statements

## **Vision Statements Describe New Destinations.**

- An ideal organization
  - “We will become a top-ten University”
  - “The best restaurant in town: Your first choice for fine dining”
- Ideal services
  - “The Auto Glass Company that provides the best customer service”
  - “The Restaurant that provides unmatched attention & service”
- Ideal lives
  - “Developing a cure for cancer before 2010”
- Ideal products
  - “Producing flawless vehicles at a reasonable cost”
  - “A 200-pound buck hanging in a tree by 10:00 AM Saturday”

## **Mission Statements are Job Descriptions.**

- What an organization will do
  - “Provide an excellent university education at an average price”
  - "Provide the best food and the best service in our area"
- What services will be provided
  - "We make our customers' lives easier by replacing all auto glass with no disruption in their work or home schedules"
  - "Need credit? Bad credit? We arrange loans for anyone"
- How lives will be changed
  - "Providing an exceptional environment & instruction, & first-class equipment to help our customers improve fitness"
- What products will be delivered
  - "On-time delivery, every time"
  - "A deer hunt with flawless planning & attention to detail"