

Mission and Vision Statements

What do we bring to the industry?

- What is our purpose?
- Whom do we serve?
- What do we offer members that they can't get anywhere else?

Key words:

Key phrases:

What do we ideally want to be in the future?

- What do we want to be when we grow up?
- Where are we going and how are we going to get there?
- Dream big – envision the Chamber as the best organization it can be

Key words:

Key phrases:

Mission

Current Mission Statement: _____

*Mission statements address questions like: Why are we in business? What do we do and why?

Re-write (using the key words and phrases from above):

Vision

Current Vision Statement: _____

*Vision statements answer questions like: What do we want to be in the future? What are the ideal circumstances we want to operate under?

Draft (using the key words and phrases from above):
