**2. Vision, Values and Mission,**

**Why does this matter?**

* Distinguishes social entrepreneurs in absence of purely financial motive
* Crucial first step for planning / evaluating
* Communication to people (internal / external)
* Aid decision-making / avoid “mission drift”

**Clarifying Terms**

* **Vision: (What you see)**

Defines the desired or intended future your project is trying to make happen: its ultimate objective.

* **Values: (What you hold as important)**

Beliefs that are shared among the stakeholders of your project or organisation, particularly in relation to how it operates.

* **Mission: (Who, what, how)**

Defines your fundamental purpose, concentrating on the present. Defines the methods used and the people served

**Vision Activity**

Take time to get down the desired or intended future of your project – its ultimate objective.

For example,

Vision: To see at least one Indigenous professional sitting as an active contributor on every Board in the Philippines by 2030.

Note: A vision statement should answer the question “How do we want the world to change?”

**Values Activity**

Take 5 minutes to get down the beliefs that are shared among the stakeholders of your project or organisation, particularly in relation to how it operates.

For example - Streetwize Values:

Streetwize is committed to seven key values:

* Clarity: Say it as it is, but say it with respect
* Efficiency: Be professional, use resources to achieve real outcomes
* Openness: Don’t judge – inform
* Excellence: Deliver best practice in communication
* Real Communication: Communicate to be heard – if people don’t understand the message we have not communicated
* Responsiveness: Listen to our stakeholders and respond
* Empowerment: Seek self-determination through communication

**Mission Activity**

Your task is to create a mission statement for your own organisation, which will:

* Help you stay true to your vision
* Reflect your values
* Remind everyone, inside and outside the enterprise, what the enterprise is all about

- Keep it short (no more than 3 sentences)- Make it current, alive, and free of jargon

Note: A mission statement should answer the question “What will we do to change it?”

1. **Goal Setting**

**My Goals:**

|  |  |  |  |
| --- | --- | --- | --- |
| **What I want to achieve…** | **When I want to achieve it** | **What I need to do FIRST** | **My next steps** |
| Goal number 1 |  |  | 1.  2.  3.  4.  5. |
| Goal number 2 |  |  | 1.  2.  3.  4.  5. |
| Goal number 3 |  |  | 1.  2.  3.  4.  5. |

**My Weekly Income is\_\_\_\_\_\_\_\_\_\_**

**Budget**:

Spending

Short Term Goals

Long Term Goals

\_\_\_\_\_\_\_\_\_\_ Per Week

\_\_\_\_\_\_\_\_\_\_ Per Week

\_\_\_\_\_\_\_\_\_\_ Per Week

**Short Term Savings Goals (1 year or less):**

|  |  |  |
| --- | --- | --- |
| **What I’m saving for** | **How much I need** | **How long will it take to save for** |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |

**Long Term Savings Goals (Over 1 year):**

|  |  |  |
| --- | --- | --- |
| **What I’m saving for** | **How much I need** | **How long will it take to save for** |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |