Misunderstood – Mission, Vision, Values

Many students will come having some understanding of Mission, Vision, and Values as it relates to businesses. They may have seen their organizations set of these and have a general understanding of specific statements for each but I often find people get confused about the meaning of each, especially between Mission and Vision.

I provide various examples in class, we discuss from peer examples as offered, and we have a self-reflection activity around mission, vision, values.

This is where we start on this topic, we then expand with more examples of each.

