

Workplace Readiness Skills for the Commonwealth

The Power of Vision and Mission

Objective: Describe the importance that vision and mission statements have for organizations.

Materials: Worksheet for each student, "The Power of Vision and Mission," may be accessed at

- http://www.cteresource.org/attachments/atb/aai/power_vision.pdf (PDF) or at
- http://www.cteresource.org/attachments/atb/aai/power_vision.doc (Word)

Notes to the Teacher

1. Introduce the objective, and distribute the worksheet "The Power of Vision and Mission." Review A and B with students. Share a vision statement that stirs emotions and includes a few universal values such as respect and integrity. Also, share a mission statement. The Internet is one source for these.
2. Ask students to read the two examples of vision on the worksheet. Give them time to discuss and answer the questions: (1) Do the visions make sense? and (2) Would they hold personal meaning for me if I were a member of those teams? Ask students to explain their responses.
3. Review with students the mission statements for the six companies listed on the worksheet.
4. Have students complete Activities 1, 2, and 3.
5. Have students share responses to Activity 1. Observe how students gravitate to organizations for different reasons---talents, interests, personalities, aptitudes, abilities, other.
6. Have student teams complete Activity 2. Collect their responses, and post responses on transparency film, boards, or flip chart paper. Have a spokesperson present each team's responses.
7. Ask students the question, "As a new employee, how might you find out about the company's mission or vision statement?" [Responses may include orientation class, company handbooks, input from the team leader during the employee's interview, postings in the break room/hallways, in-house newsletters, other.]
8. Have students complete Activity 3. Post their responses, and follow with a class discussion. Ask questions to bring closure:
 - A. What were the major challenges in completing this assignment?
 - B. How did you deal with them?
 - C. Did everyone feel included in the process? Why is this important?
 - D. How would you rate the quality of your "product" on a scale of 1 (lowest) to 5 (highest)?

Note: You may want to save exemplary work to share with future classes.

Variations/Extensions

1. Invite a manager from business and industry to discuss the mission and vision of his/her company, including how the mission and vision are used and shared within the organization.
2. If your school or school system has a vision and/or mission statement, you could invite a school administrator or a central office representative to speak about how it is used to produce desired results.

Ideas for Differentiation

- Preview the terms *mission*, *vision*, and *integrity*.
- For visual learners or for use of technology, have students find or create an image/graphic for several of the companies. Have the students explain why they chose/created the image and how it relates to the companies' mission statement.
- Project or post questions from notes 2 and 8 for students to see during the class discussion.