

SCHOOL OF SOCIAL ENTERPRISE

VISION, MISSION & VALUES

WITH THANKS TO KAREN SMITH (TURN UP THE VALUE CIC)



Why is it important to define vision, mission and values?

This goes to the heart of what social enterprise is all about. It's what makes us get up in the morning, its why and how we do what we do!



What do we mean by a vision statement?

A brief statement which explains how you would like things to be in the future. It encapsulates WHY you do what you do e.g. A *community living happier and healthier lives through yoga* (Upward Frog CIC).



What do we mean by a mission statement?

A statement that briefly describes the nature of an organisation and what it does, the HOW and the WHAT.



Example of a mission statement

We exist to provide inclusive and empowering yoga experiences which boost the physical, mental and emotional health and wellbeing of our communities in Stockport. We make yoga available to everyone who wants it, regardless of health, financial or demographic barriers (Upward Frog CIC).



What do we mean by values?

The guiding principals that underpin the way your social enterprise operates and behaves. It may include five to ten key words or phrases e.g. *Empowering, Inclusive, Community and connection, Making a difference, Sustainable, Professional* (Upward Frog CIC).



Top tips to get started

Don't go it alone, get the support of your team, your board members or staff. Start with key words and build from there. Keep it short and concise. Get feedback from the people around you or get advice from Bolton CVS.