



Dedicated to Helping You Succeed

Three Keys:

- Vision
- Mission
- Code of Values

The Required Foundation of Success

For any organization to advance their cause in the most efficient and effective manner, three foundational governing statements must be established. The first



statement is the vision statement that is to be a one sentence declaration of why your organization exists. In other words, what is the targeted outcome of your work. Many people like to refer to their vision statement as the purpose of their organization. A well written vision statement allows people to quickly and accurately understand why you do what you do, and allows for their determination of interest to associate with your cause. The mission statement follows the vision statement and defines what you're going to do in accomplishing your vision statement. To delineate between the vision and mission statement, your vision statement states your targeted accomplishment and the mission statement states how you're going to do it. Note that the mission statement can be a made up of a couple of short paragraphs or series of numbered activities. Finally, the code of values is a list of stated values that your organization operates by, which helps people understand what you stand for in working with others and the kind of environment that you choose to operate by. Successful organizations use their code of values in a "check and balance" concept, making sure that none of their activities ever violate their stated values. Some common values are honesty, commitment to serve others, to be a positive influence and good example to follow, etc. Most organizations will list between ten and twelve codes of value.

The following information represents The Way of Business's vision, mission, and code of values statements, provided as an example for you to consider.

TWOB Vision Statement: To have the needs of people, who are unable to provide for themselves, be fully met by the community members.

TWOB Mission Statement:

- A. To educate people on how to conduct their business and careers God's way, resulting in their ability to best manage their financial, social, and spiritual capital within their work.
- B. To provide consultation to social services, churches, businesses, and civil services that will best enable them to implement effective business plans and strategies to meet their goals.

TWOB Code of Values:

1. To be followers of Christ Jesus.
2. To be reliable.
3. To consistently provide assurance and education to people requiring support.
4. To represent a positive image.
5. To be trustworthy in all practices.
6. To be results driven and complete the good works that the Lord has assigned.
7. To be honest with all people.
8. To be responsive to the needs of others.
9. To be genuine in our concerns and empathy for others.
10. To be proud ambassadors for Christ.