

Mission - Vision - Values

Key Components of Our Strategic Framework





The Strategic Framework

- **Mission:** What the organization is doing
- **Vision:** Identifies the ideal future from the organization's perspective
- **Core Values:** Shape the organization's actions
- **Strategies:** Zero in on key success approaches
- **Goals and Action Plans:** Guide daily, weekly, monthly actions.





What Should A Mission Be?

- Short and focused
- Explain the why...(not the how)
- To be remembered for...
- Fit with what the organization believes in





Mission – What We Heard

- Our desire to change lives
- Our presence in Canadian communities
- Our desire to make a positive difference



Mission – Putting It Together



“Committed to changing lives and making Canadian communities a better place to live”





What Should A Vision Be?

- Idealized description
- Desired outcome
- Inspires and energizes
- Mental picture of our target





Vision – What We Heard

- Enhancing the quality of life
- Changing lives in Canada



Vision – Putting It Together



“To enhance the quality of life of every Canadian.”





What Are Core Values?

- Guide our decisions
- Demonstrate and model them throughout
- Help establish priorities
- Leadership congruency





Core Values – What We Heard

- Integrity
- Accountability
- Compassion
- Respect



Core Values – Putting It Together



Integrity – The relationship we have as an Association with Canadian Communities is based on fundamentals of honesty, trust and transparency. In turn, it is important that we hold ourselves to the highest standard of integrity in all that we do as members of Kin Canada.

Accountability – As one of Canada’s leading service organizations, it is crucial we take responsibility for everything we do, for our successes and failures, both as a team, and as individuals alike. We address issues in an appropriate manner, and respond to our mistakes by learning from them and being dedicated to improving our approach moving forward.



Core Values – Putting It Together



Compassion – A defining characteristic of Kin Canada is our continual efforts to help others through the various initiatives we put forth. Our desire to be kind and sensitive to those around us ensure that we are always in tune with the greatest needs of our communities.

Respect – Respect is a fundamental pillar on which we rest as members of Kin. Being respectful and fair in our dealings with our members and all of our external stakeholders is of the utmost importance to our Association.





Where Will This Place Us?

- A Clear Direction
- Accurate Ends Policies
- Solid Foundation for Future Strategies



Feedback from District Conventions



- Mission, Vision & Values presentation given to all 8 District Conventions
- The 'margin of error' for the results from this survey is 7.15%

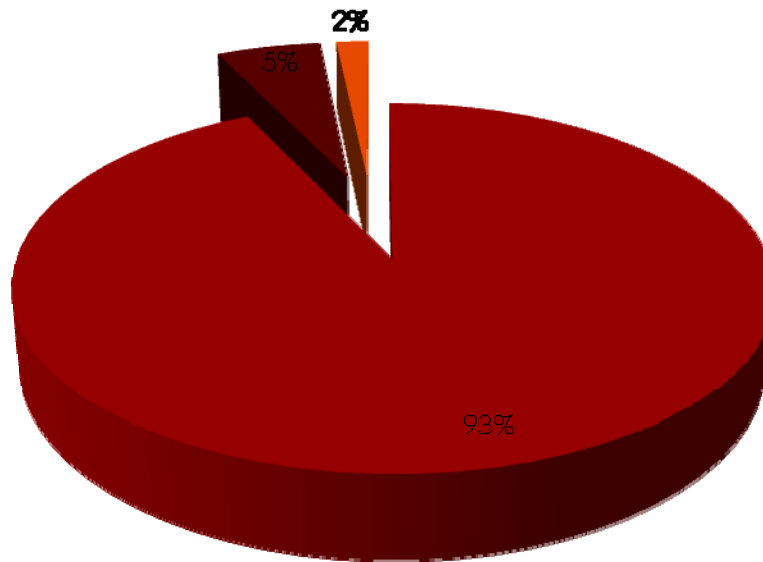




Survey Question 1

Question 1

■ Yes ■ No ■ N/A

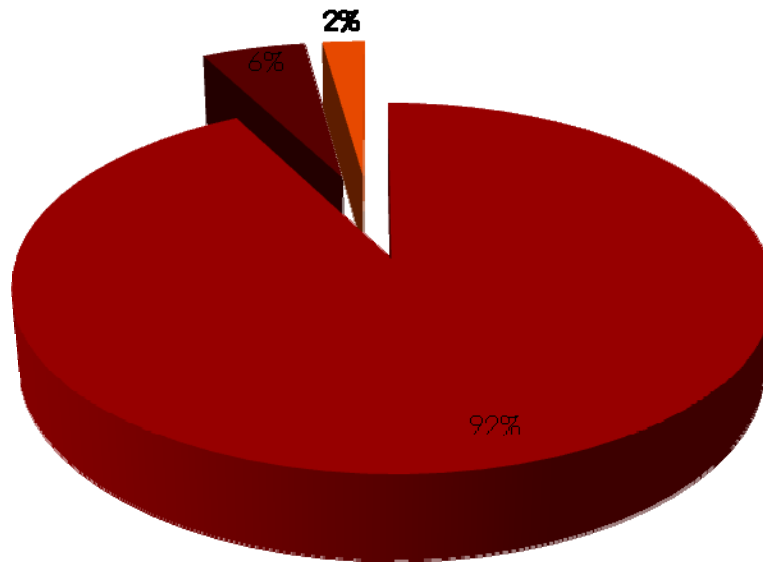




Survey Question 2

Question 2

■ Yes ■ No ■ N/A

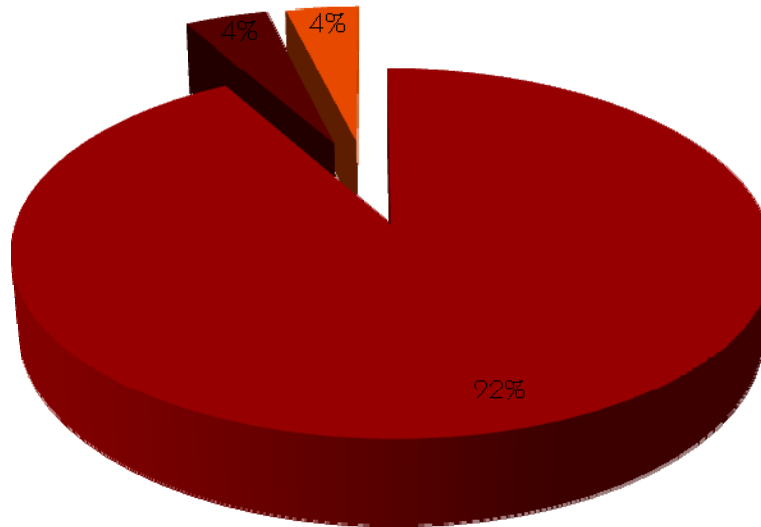


Survey Question 3



Question 3

■ Yes ■ No ■ N/A

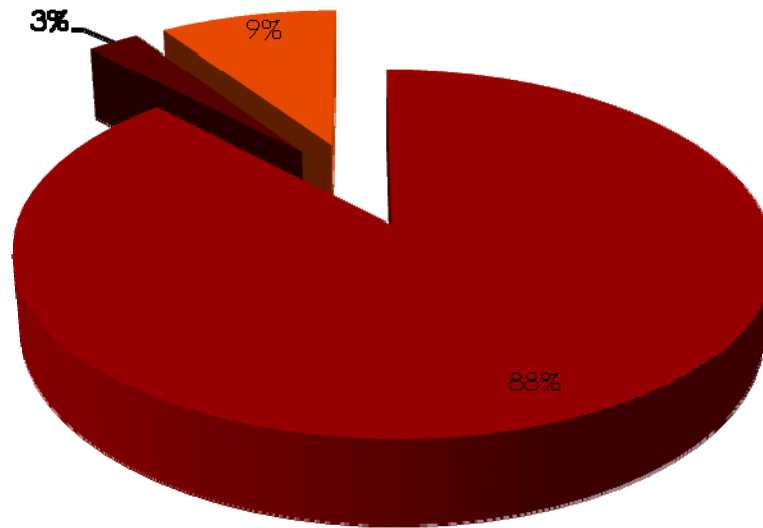


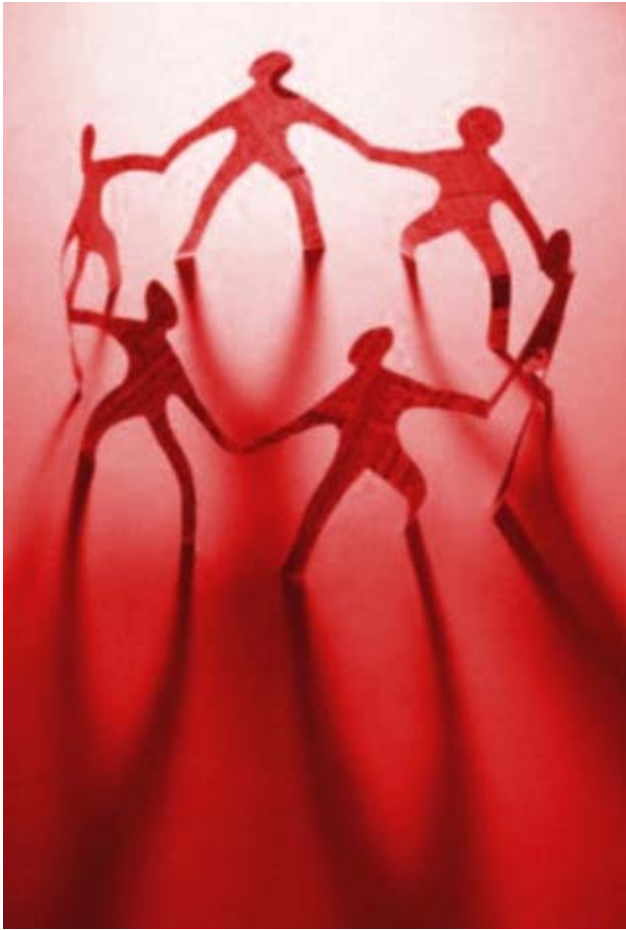


Survey Question 4

Question 4

■ Yes ■ No ■ N/A





Questions?

Mission – Vision – Values:

Key Components of Our
Strategic Framework

Please e-mail [Arlene Gray](#) with
any feedback or comments by
the **DEADLINE** of Sunday July
25th, 2010

