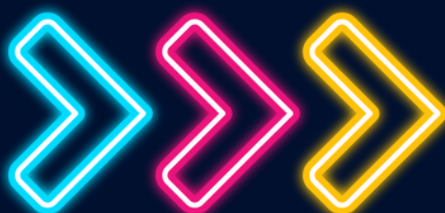




Co-funded by
the European Union



VIDEO GAMES FOR GOOD

Vision and mission statement

<https://www.videogames4good.eu>

This project has been funded with support from the European Commission under the Erasmus+ Programme. This publication reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein. Project number: 2023-2-CZ1-KA220-YOU-000183158



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materahub

VISAS
IESPĒJAS



Eppas

Duration:	60 minutes including discussion time
Age:	From 18 to 30
Group size:	Groups of about 5 people each or individually starting from one's own business / project
Aim:	<p>This activity aims at supporting learners in the development of a business' vision and mission by reflecting on:</p> <ul style="list-style-type: none"> • why the business exists, what its core values, purposes and plans are and how the company wants society to view the business within a time frame (3 10 years or more in the future) (vision) • what the company does, how it does it and why it does it (mission) <p>Some examples and specific steps will support learners in completing this activity.</p>
Objectives:	<p>The objectives of this activity are:</p> <ul style="list-style-type: none"> • To give learners tools to develop a clearer idea about their specific business ideas / projects • To understand what a mission and vision statement are and why they are so important • To give learners the tools to understand the social impact of their business idea / project
Material needed:	<ul style="list-style-type: none"> • Power Point or Canva presentation • If F2F, prepare worksheets according to the instructions below • If online use the ppt interactive presentation, jamboard or any other interactive boards and share the case study scenario below (or the one you would prefer to create according to the specificities of your group).

First of all, learners will understand why their business exists, what are its core values, purposes and plans. Then, learners will understand what their company does, how it does it and why it does it (mission statement with consideration on the social impact). Furthermore, learners are asked to understand how the company wants society to view the business within a time frame (3 – 10 years or more in the future).



Workshop Structure



First step (10 minutes)

In order to help learners better understand the two different concepts, you can start explaining what a mission and a vision statement are by referring to the following definition frameworks

Mission - Today: what your project represents

- What you do (products and services)
- Who you do it for (customers)
- Why you do it (purpose)

Vision - Tomorrow: what your project wants to become

- What you want to be going forward
- What problems you want to solve for the greater good
- Who and what you are inspiring to change / make better

Second step (30 minutes)

- Now focus the vision and mission concepts by presenting some famous companies' or organizations' vision statement from these examples:

Linked in: "To connect the world's professionals to make them more productive and successful."

MSF (Médecins sans frontières): "To help people worldwide where the need is greatest, delivering emergency medical aid to people affected by conflict, epidemics, disasters or exclusion from health care."

Google: "To organize the world's information and make it universally accessible and useful."

Greenpeace: "Greenpeace uses non-violent, creative confrontation to expose global environmental problems, and to force the solutions which are essential to a green and peaceful future."

Nintendo: "To put smiles on the faces of everyone we touch"

Ubisoft: "To create worlds where players can live out their wildest dreams."

- Ask teams (at least two people per group) to choose one or two vision statements that particularly moved them or stayed in their minds
- Ask them to write down at least 1 reason why those 3 statements were selected
- Ask to the teams to write a vision statement and a mission statement of their project with the help of the worksheets
- If f2f, distribute the worksheets below and if online, arrange the contents as interactive online activity
- Tell learners that they have about 20 minutes to complete the statements on their worksheets and then they will present it to their peers (if in groups, ask them to choose a spokesperson)

Third step (from 10 to 20 minutes)

Allow participants to discuss and share ideas and opinions on the activity outcomes.

You could ask, for example, which were the most engaging parts of the whole process, if they encountered any difficulty and in which steps, if the cooperation with their teammate/s was easy or if they had any problem.

According to the answers you will receive you can continue a group discussion and give feedback to each team about the identified results.

MISSION STATEMENT WORKSHEET

You can use the following worksheet to generate your Project Mission Statement. Write your answers to the following questions, then synthesise your ideas and combine them into your Project Mission Statement.

What are the primary functions and activities that your project performs?

Why do you perform these activities/What is the purpose of your project?

For whom does the project conduct the activities?

Combine and integrate the above information and compose your own Project Mission Statement:

VISION STATEMENT WORKSHEET

You can use the following worksheet to generate your Project Vision Statement. Write down your answers to the questions, then synthesise these ideas and weave them into your Project Vision Statement.

What would you like your project to become? (the best in ...or a leader in ... or locally/nationally recognized for...)

What would you like your business to strive for? (What reputation? What level of excellence?)

What would you like your project to look like in the future?

Combine and integrate the above information and compose your Project Vision Statement:



References



- Sustrainy – Erasmus + project. https://sustrainy.erasmus.site/wp-content/uploads/2020/12/Economy_CSR.pdf
- Ward S. (2020). What is a mission statement? Definition and examples of mission statement. The Balance, via <https://www.thebalancesmb.com/mission-statement-2947996>
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