Taking Mission, Vision and Values from Ideas to Action

Identifying how an organization can move from ideology to action as they explore their mission, vision, and values!


**Sonder:** Everyone around us has a life as vibrant and valid as our own, full of tremendous joys, amazing experiences, and extreme sorrows.

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**THE DICTIONARY OF OBSCURE SORROWS**

*FOR LACK OF A BETTER WORLD.*

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**DREAM WORLD**

Angle drew her dream world and her current situation. In her current world she is just a number and everyone judges her and laughs at her. She feels trapped. It is in color because it is so real. Her Dream World is where she is going – no agencies, her own home, a business that she worked to build, college for her children – it is in black and white because for now it is just a dream.
Building an Internal Planning Team

Here's what worked for us:

• A cross function team
• Managers and front line staff
• Only volunteers – it was open to anyone who was interested in overarching agency wide planning

Where we started.

• Created a survey to get thoughts from all staff and board members.
• Internal Planning Team reviewed the data and began the “wordsmithing”
• We sent out the results and proposed vision, mission and values via survey monkey and the internal planning team talked to all staff and Megan talked to the board.
• Incorporated the feedback.
• Published the results.
Great feedback!

• We got great feedback.
• The documents were finalized.
• And then each staff at the organization received a copy—we had a variety of versions (same words, different pictures)

We, SCCAP Staff, Board of Directors, and Volunteers, embrace the following Vision, Mission and Values:

SCCAP’s Vision: “Thriving Families for a Vibrant Community.”

SCCAP’s Mission: “Empowering families and engaging our community to pursue innovative and effective solutions to break the cycle of poverty.”

SCCAP’s Values:
We, at SCCAP, believe:
• Respect is essential.
• Hope inspires change.
• Integrity creates trust.
• Every person is valuable.
• Diversity builds strength.
• Working together achieves solutions.
Now Let's Internalize the Meaning!

But we didn't want the journey to end there!

We wanted staff to process and internalize the message so the internal planning team crafted a contest. As an individual or a team, create a mental model that shows are new values!
But It Couldn’t Stop There

Programs internalized the values coming up with 3 – 5 concrete ways to apply those values in their programs:

And It Didn’t Stop There

Those concrete values are included in staff evaluations

• First as self-evaluations
• Then as a regular part of their evaluations
Respect is Essential

- Staff will be respectful and will not talk about or share client/staff stories as a means of entertainment.
- Don’t assume you have permission to use a client or co-workers tools or equipment. Ask; if you are given permission be sure to return in the same condition you received it in.
- Showing respect to a client helps to build his or her self-esteem. Example: The majority of clients have little or no self-esteem by the time they come into the Shelter for services. They feel ostracized from mainstream society and question their own capabilities and self-worth. They may even have lost self-respect. When staff shows respect to them, the re-building process can begin anew.
- Greet every client
- Don’t berate clients or make judgmental comments – we are here to offer support.
- Allies need to treat Circle Leaders as equals and vice versa. Circle Leaders should not dismiss Allies or become jealous of success, job, stability, family, etc.
- We will be mindful of conversations that occur in common areas of the building in order to respect privacy and confidentiality.
- Admin staff will provide timely accurate information in a friendly manner to employees, clients, board members, donors, and funders, even if the same request is made multiple times.

Hope Inspires Change

- Admin will encourage new ideas and we will not tolerate individuals ridiculing others for thinking outside the box.
- SCCAP administration will commit to incorporating the ideas generated by staff into our work environment whenever possible.
- We will acknowledge and celebrate achievements made by families.
- Work with positive attitude to inspire hope.
- Staff must always recognize the efforts of clients, no matter how big or how small in a positive manner. It can mean a world of difference to an individual who has never been recognized for any accomplishment in his or her life.
- Listening to families to understand their needs and direct them to the appropriate referrals.
- Share positive stories with volunteers and guests at dinner. (Circles)
And It Didn’t Stop There

They are part of our interviewing and hiring process:

SCCAP has the following values, how do you see them tying into the work you would do at SCCAP and your personal life?

1. Respect is essential.
2. Hope inspires change.
3. Integrity creates trust.
4. Every person is valuable.
5. Diversity builds strength.

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Strategic Planning

- Providing coordinated, stability focused services
- Assisting families in developing a future story and reaching their own goals
- Provide appropriate supports or effective referrals to meet holistic needs
Infusing It in the Culture

• We work hard to infuse it into our culture!

• It is part of our strategic plan – which reinforces that we are trying to help families develop a future story and then we work to meet their goals.

• It is trying to include smaller pieces into our work – literacy, mental and physical health resources, a caring environment, effective referrals.

• Understanding and respecting the change process (and the time it takes all of us to change) and the change curve that frequently happens.

The Results

• Families feel heard and supported.

• We are better able to support their goals

• Families achieve better outcomes
Better Outcomes – It’s all about the Mission!

Questions and Contact Info?

Contact Info:
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