

Vision, Mission, Objectives & Values

Understanding the Core Concepts

These four elements are fundamental to any club/organisation, providing a clear direction and purpose.

1. Vision

- **What:** A future-oriented statement that outlines what your club/organisation wants to achieve or become.
- **Purpose:** To inspire and motivate members/committee/coaches/volunteers, attract members and guide strategic planning.
- **Example:** "To be one of Scotland's leading archery clubs"

2. Mission

- **What:** A clear and concise statement that defines your club/organisations' purpose and reason for existence.
- **Purpose:** To guide daily operations and decision-making.
- **Example:** "To develop and deliver accessible and affordable archery opportunities that benefit our local community."

3. Objectives

- **What:** Specific, measurable, achievable, relevant, and time-bound (SMART) goals that support the mission and vision.
- **Purpose:** To provide clear targets and milestones for progress.
- **Example:** "Increase membership by 15% within the next three years."

4. Values

- **What:** Core beliefs and principles that guide your club's culture and behaviour.
- **Purpose:** To shape decision-making, build trust, and attract like-minded people.
- **Example:** "Inclusive, Sustainability, Community, Wellbeing."

5. The Interconnectedness

These elements are closely linked and should align with each other:

- Vision sets the long-term direction.
- Mission defines the organization's purpose.
- Objectives outline specific steps to achieve the mission.
- Values guide the behaviour and decision-making to fulfil the mission and vision.

6. Importance of Clear Definition

Well-defined vision, mission, objectives, and values offer numerous benefits:

- **Clarity of purpose:** Everyone understand your club's direction.
- **Strategic focus:** Resources and efforts are aligned with the overall goals.
- **Decision-making:** Provides a framework for making choices.
- **Member Engagement:** Fosters a sense of belonging and purpose.
- **Customer trust:** Demonstrates the club's commitment to its values.