

VISION/ MISSION WORKSHEET

This form is to help walk you through the steps of creating compelling vision and mission statements. Remember, your Vision Statement should be simple and short. It should talk about the change you want to see in the world. It is your “why.” What is the mountain top in your journey as a healthcare provider. It should be BIG and compelling and should almost feel unreachable.

The Mission Statement is the climb to your mountain top. This typically is a little longer and should talk about the things you do that directly contribute to your Vision Statement.

Pro TIP: always use language that speaks to your target audience.

Constructing the Vision: What do you imagine yourself and your business doing that leaves a permanent mark on the world? What change do you want to see in the future? A vision is a level of achievement you see yourself accomplishing and it’s typically of very precious value. It is something that your clients/patients want to receive from you. It serves a higher purpose. The higher purpose of helping people. The higher purpose of the change you want to see in the world. It gives purpose to you and your team at work everyday because they perform their job duties in light of making this higher purpose happen.

So, think about that change in the world you would like to see. What’s the impact you want to leave with your clients/patients based on the exceptional service and outcome you offer?

Examples:

Our Vision is that people will no longer resort to medicines and surgeries for their orthopedic pain. (Regenerative Medicine)

Our Vision is that people will no longer feel shy about smiling in pictures. (Dentist)

Constructing the Mission: Your mission is the “how” to your vision statement. It’s all the little things you do that drive you and your practice towards the larger vision. Your “hows” are what separate you from everyone else in your respective classification. What are the day to day interactions and paths you will take that directly feed the Vision? How can your team work within the details of your vision every single day?

Examples:

Our mission is to give you a better way of healing. Return you to work, play, and life with confidence and joy. Get you off addictive pain medicines. Eliminate recurring doctor visits. And even better, you will rediscover the joy of life and feel younger again. (Regenerative Medicine)

Our mission is to give you a great experience through exceptional customer service, 1 on 1 care, and pain free outcomes. You will rediscover what it is like to move without pain and feel like you can take on that sport you’ve been missing out on, the work you have been forced to miss, and/or the family fun weekends that you couldn’t partake in. (physical therapy)