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| ***REPLACE WITH YOUR MASTHEAD*** |
| **VFIS logo black JPG** | **SOG Title:** |
| **SOG Number:** |
| **Original Date:** | **Revision Date:** |
| **ABC Fire Department General Operating Guideline** |

**Vision Statement**

***This is a sample of a standard operating guideline (SOG) on this topic. You should review the content, modify as appropriate for your organization, have it reviewed by your leadership team and if appropriate your legal counsel. Once adopted, make sure the SOG is communicated to members, implemented and performance monitored for effective implementation.***

**Purpose:**

A vision statement is a declaration of an organization’s objectives, intended to guide its internal decision-making.

Place your Vision Statement Here

**FREQUENTLY ASKED QUESTIONS REGARDING MISSION STATEMENT VERSUS VISION STATEMENT**

|  | **Mission Statement** | **Vision Statement** |
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| **About** | A Mission statement talks about HOW you will get to where you want to be. Defines the purpose and primary objectives related to your customer needs and team values. | A Vision statement outlines WHERE you want to be. Communicates both the purpose and values of your business. |
| **Answer** | It answers the question, “What do we do? What makes us different?” | It answers the question, “Where do we aim to be?” |
| **Time** | A mission statement talks about the present leading to its future. | A vision statement talks about your future. |
| **Function** | It lists the broad goals for which the organization is formed. Its prime function is internal; to define the key measure or measures of the organization's success and its prime audience is the leadership, team and stockholders. | It lists where you see yourself some years from now. It inspires you to give your best. It shapes your understanding of why you are working here. |
| **Change** | Your mission statement may change, but it should still tie back to your core values, customer needs and vision. | As your organization evolves, you might feel tempted to change your vision. However, mission or vision statements explain your organization's foundation, so change should be kept to a minimum. |
| **Developing a statement** | What do we do today? For whom do we do it? What is the benefit? In other words, Why we do what we do? What, For Whom and Why? | Where do we want to be going forward? When do we want to reach that stage? How do we want to do it? |
| **Features of an effective statement** | Purpose and values of the organization: Who are the organization's primary "clients" (stakeholders)? What are the responsibilities of the organization towards the clients? | Clarity and lack of ambiguity: Describing a bright future (hope); Memorable and engaging expression; realistic aspirations, achievable; alignment with organizational values and culture. |

***This is a sample guideline furnished to you by VFIS. Your organization should review this guideline and make the necessary modifications to meet your organization’s needs. The intent of this guideline is to assist you in reducing exposure to the risk of injury, harm or damage to personnel, property and the general public. For additional information on this topic, contact your VFIS Risk Control representative.***

**References:**

https://www.diffen.com/difference/Mission\_Statement\_vs\_Vision\_Statement