



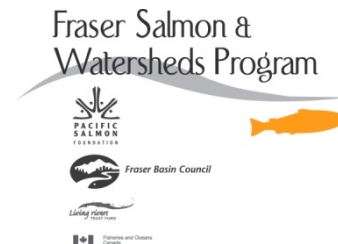
Community Watershed Mission Statements & Guiding Principles

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Oceans, Habitat
and Enhancement

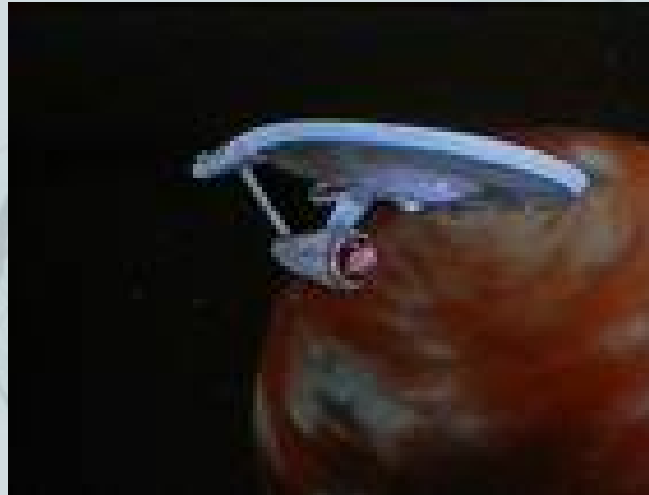


Coquitlam River
Watershed Society

- Vision vs. Mission Statements
- Mission Statements
- Guiding Principles
- Example – Nisqually River Council

Vision vs. Mission Statement

- VisionARY – Someone who sees what is possible
- MissionARY – Someone who carries out the work



Starship Enterprise - Vision and Mission



- Space.....the final frontier. These are the voyages of the Starship Enterprise.
- Its 5 year mission:
 - To explore strange new worlds;
 - To seek out new life and new civilizations;
 - To boldly go where no man has gone before

Vision vs. Mission Statement

- Mission Statements define the organization's
 - Purpose;
 - Primary Objectives; and
 - Measures of Success
- Vision statements also define the organization's purpose, but do so in terms of values rather than objectives or measures

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Mission Statements – 3 Questions



- Should answer 3 questions:
 1. What are the opportunities or needs we should address? (Our common purpose)
 2. What are we doing to address these needs? (The business of the organization)
 3. What values guide our work?

Creating a Mission Statement

- Draws upon your values
- Be future oriented
- Focus on one common purpose
- Specific to your organization / not generic
- Short statement - not more than one or two sentences

Guiding Principles

- Provide direction and set standards for actions and behaviours to guide the organization
- Broad philosophy that guides an organization throughout its life
- The law that serves as a basis of reasoning and action
- A personal code that leads, shows the way, and directs the movement of your organization

Nisqually Watershed Example



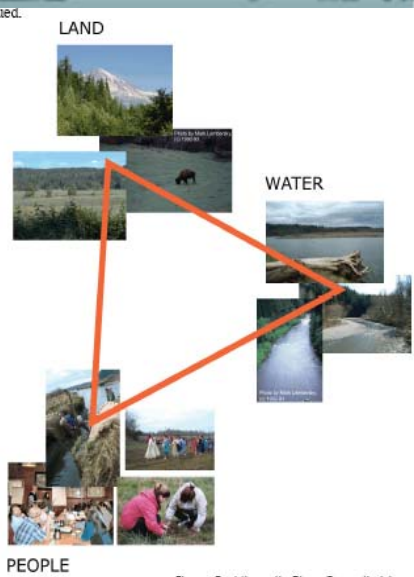
Figure 2. Location of the Nisqually watershed.

Nisqually Watershed- Planning Process



Figure 1. Plan process.

Nisqually River Council - Vision



- We live in a community where vibrant communities, a healthy natural environment and a prosperous, innovative economy are valued
- Our waters, from glacier to sound, run clean and clear, fish and wildlife thrive in our streams, forests and prairies

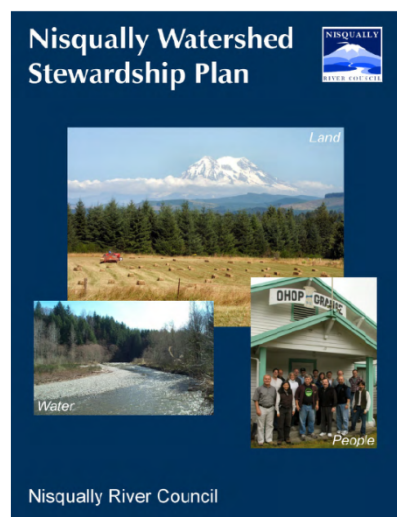
Nisqually River Council - Vision



- People are drawn to live, work and play in our rural landscape
- As stewards of our land and water, we value our working farms and forests which protect our natural, cultural, and scenic heritage

Nisqually River Council – Mission Statement

- To encourage and support sustainability in the Nisqually watershed in order to steward the resources in perpetuity and build a model for harmonious living



Nisqually River Council –Guiding Principles



- We embrace the people who live in the Nisqually watershed, their sense of identity and responsibility that has existed for generations
- We embrace a diverse landscape that can simultaneously support essential ecological functions, viable populations of all native species, economic prosperity and social well being

Nisqually River Council –Guiding Principles



- We value a vibrant local economy that benefits from and values the watershed's resources
- We will use all available practical tools to plan, measure and evaluate our progress

Summary

- **Vision** - Vivid, idealized description of a desired outcome that inspires, energizes and helps create a mental picture of your target
- **Mission Statement** - define the organization's purpose / objectives
- **Guiding Principles** - Provide direction and set standards for actions and behaviours to guide the organization

Closing Thought

*Live out of your imagination, not
your history*

Stephen Covey

