

Mission and Vision Statements

Vision Statements and Mission Statements are the inspiring words chosen by successful leaders to clearly and concisely convey the direction of the organization. By crafting a clear mission statement and vision statement, you can powerfully communicate your intentions and motivate your team or organization to realize an attractive and inspiring common vision of the future.

"Mission Statements" and "Vision Statements" do two distinctly different jobs.

A Mission Statement defines the organization's purpose and primary objectives. 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.

Vision Statements also define the organizations purpose, but this time they do so in terms of the organization's values rather than bottom line measures (values are guiding beliefs about how things should be done.) The vision statement communicates both the purpose and values of the organization. For employees, it gives direction about how they are expected to behave and inspires them to give their best. Shared with customers, it shapes customers' understanding of why they should work with the organization.

BRACKETT I.S.D. MISSION STATEMENT

The mission of BISD, in partnership with parents and community, is to enable all students to be safe and obtain the knowledge, desire and integrity to pursue meaningful and productive lives.

BISD VISION STATEMENT – A

DEVELOPING OUR COMMUNITY
BY EMPOWERING STAKEHOLDERS
WITH CHALLENGING, DIVERSE
OPPORTUNITIES

BISD VISION STATEMENT – B

STAKEHOLDERS WILL ENSURE
DIVERSE EXPERIENCES
RESULTING IN
PRODUCTIVE, SUCCESSFUL
CITIZENS