

## **Why is it important for an organisation to have a vision and mission statement?**

In my opinion, vision is more important as it tell us about the big picture, the end result. Both are extremely essential for every organization. These statements spell out what the company is about and gives direction to the team to work towards their goal. A good vision and mission statement motivates team members to reach the shared goal of any organization.

Example - I know an organization that works towards empowering women. They have run many programs towards this goal. Over a period of time while delivering these programs, they have lost sight of what it is they started out doing and now concentrate more on their immediate programs.

If there was a clear vision, explaining and stating where everything flowed down from the vision, all the activities from strategy to goals, objectives and planning can be better achieved without losing focus of the original goal.

Similarly, so is the mission statement. This statement considers the stakeholders, both internal as well as external. Internal includes people who work at the organization and volunteers while external includes donors, corporates that support the organization and the beneficiaries.

Every group is considered while creating the mission statement whereas the vision statement has end result that the organization wants to achieve.