

The Planning Building Blocks



Vision / Values / Mission

Determine Vision
Understand Values
Articulate Mission

Vision

*Desired
Future*

*Values
Beliefs*

**Mission
(Purpose)**

*Values
Beliefs*

Today

Thinking About Our Mission

Beginning To Answer the Key Questions:

- ❖ **As A CU, What Are We Here To Do Today?**
- ❖ **What Is It That We Do To Bring Meaning and Value to Our Members?**



Strategic Initiatives

Identify and clarify the most significant “strategic initiatives” (major key issues) the organization should address to reach its defined future.

Organizational goals will flow from these major initiatives.

