

DSC SPEED READS
MANAGEMENT

Vision, Mission, Objectives

Debra Allcock Tyler



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Office: Suite 103, 1 Old Hall Street, Liverpool L3 9HG

Tel: 020 4526 5995

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Introduction

Who will this book help?

This book will help anyone setting up or leading a charity who wants to ensure that their organisation is really making a positive change in the world, but who is struggling to get a clear sense of direction and a set of priorities to achieve that change.

What will it give you?

This book will help you to understand the difference between a vision, a mission and strategic objectives, why each of these concepts matters and how to develop them.

It explains how vision, mission and strategic objectives link to and support each other. It also touches on how to engage people in developing them and how to bring these concepts to life.

Chapter 1

Why bother?

This chapter explains why having a vision, a mission and strategic objectives is worth it.

Almost all organisations need to have a sense of what they exist for and a plan of how they want to achieve it. The terminology for these things varies from organisation to organisation, but essentially you need to:

- know what it is your organisation is aspiring to achieve in the long term (a vision);
- decide what is the big action that will help you to get there (a mission);
- establish some objectives which will help you to deliver the big actions (strategic objectives).

It really doesn't matter what words you use. If you want to call your vision your purpose, your mission your goal and your strategic objectives your priorities – that's fine. The important thing is that you keep your language consistent and you explain what you mean, so that your key stakeholders (staff, trustees, volunteers, and beneficiaries or service users) are clear what you are referring to you when you use the terms.

When a new registered charity is set up, its founders have to decide which of the 13 'objects' (as defined in the Charities Act 2011) the organisation falls under, such as the advancement of education or the relief of poverty. You can have more than one of these objects.

Vision, Mission, Objectives

The distinctions between a vision, a mission and strategic objectives are befuddling to many, but as a voluntary sector leader you'll want to get them right. This book will help you to understand the difference between these concepts, explaining why each matters and how they link and support each other. It will guide you through the process of developing them within your organisation.

Debra Allcock Tyler is the CEO of the Directory of Social Change, renowned public speaker and bestselling author in the charity sector. Throughout her many years working with voluntary organisations, she has helped numerous charity leaders establish the right direction for their organisation.

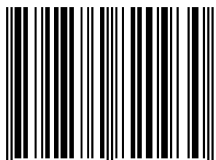
'This superb Speed Read can be read quickly and is easy to understand. It covers everything a charity needs to know to achieve a first-class vision, mission and set of objectives in no time at all. I will definitely be following the advice and discussing it with our board.'

Gerry Lejeune OBE DL
Chief Executive, Berkshire Community Foundation

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