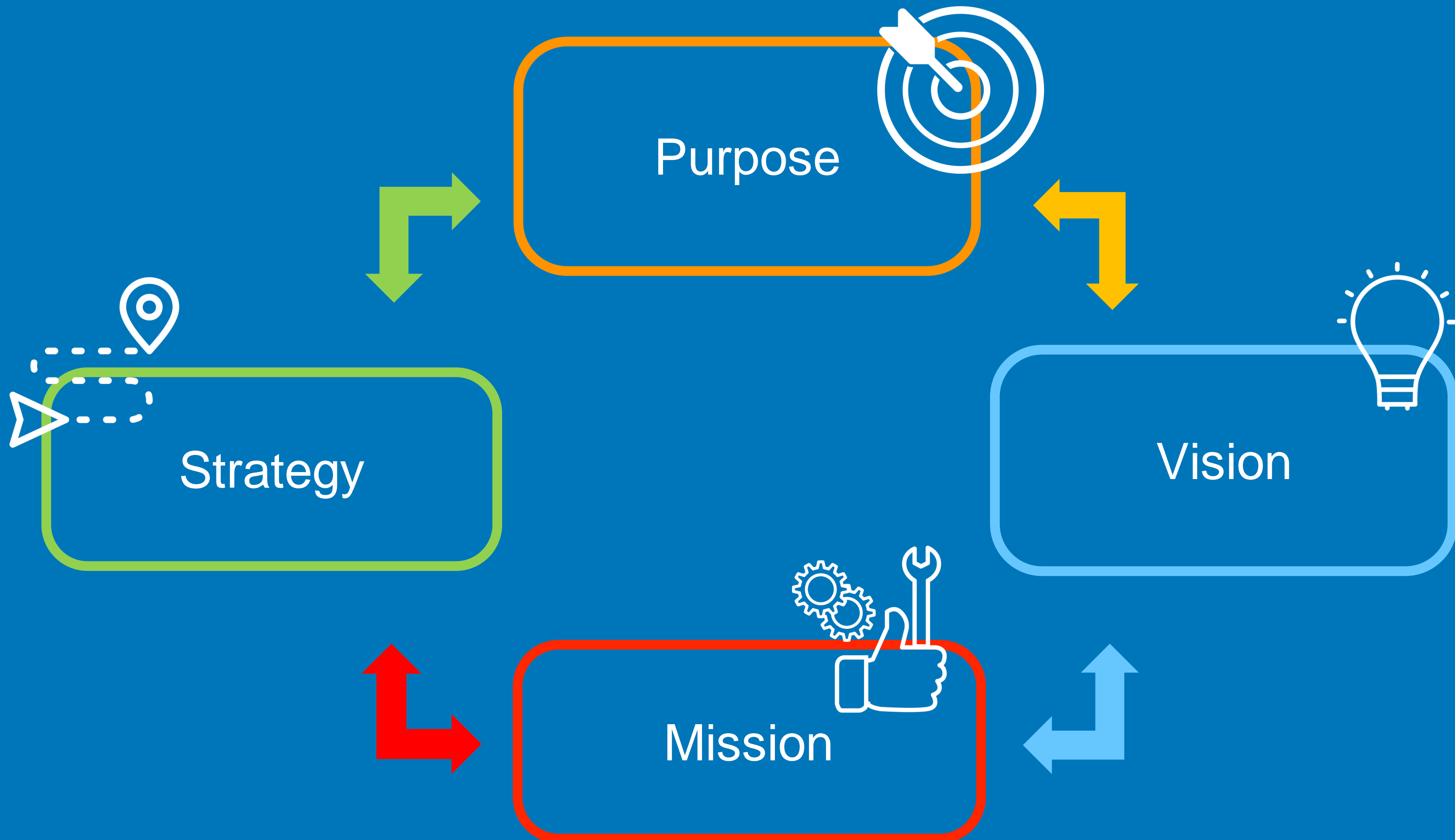
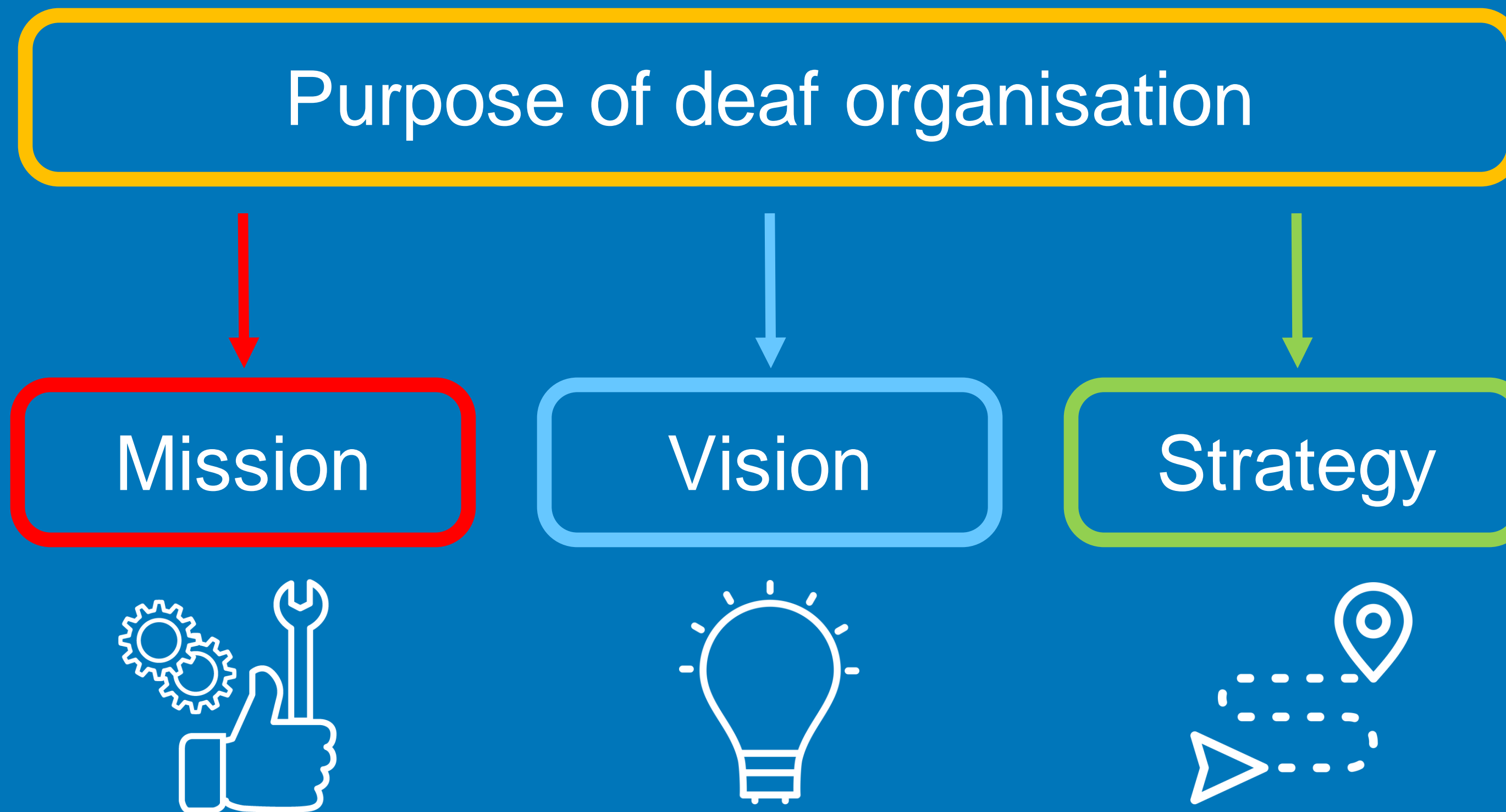


Vision and Mission

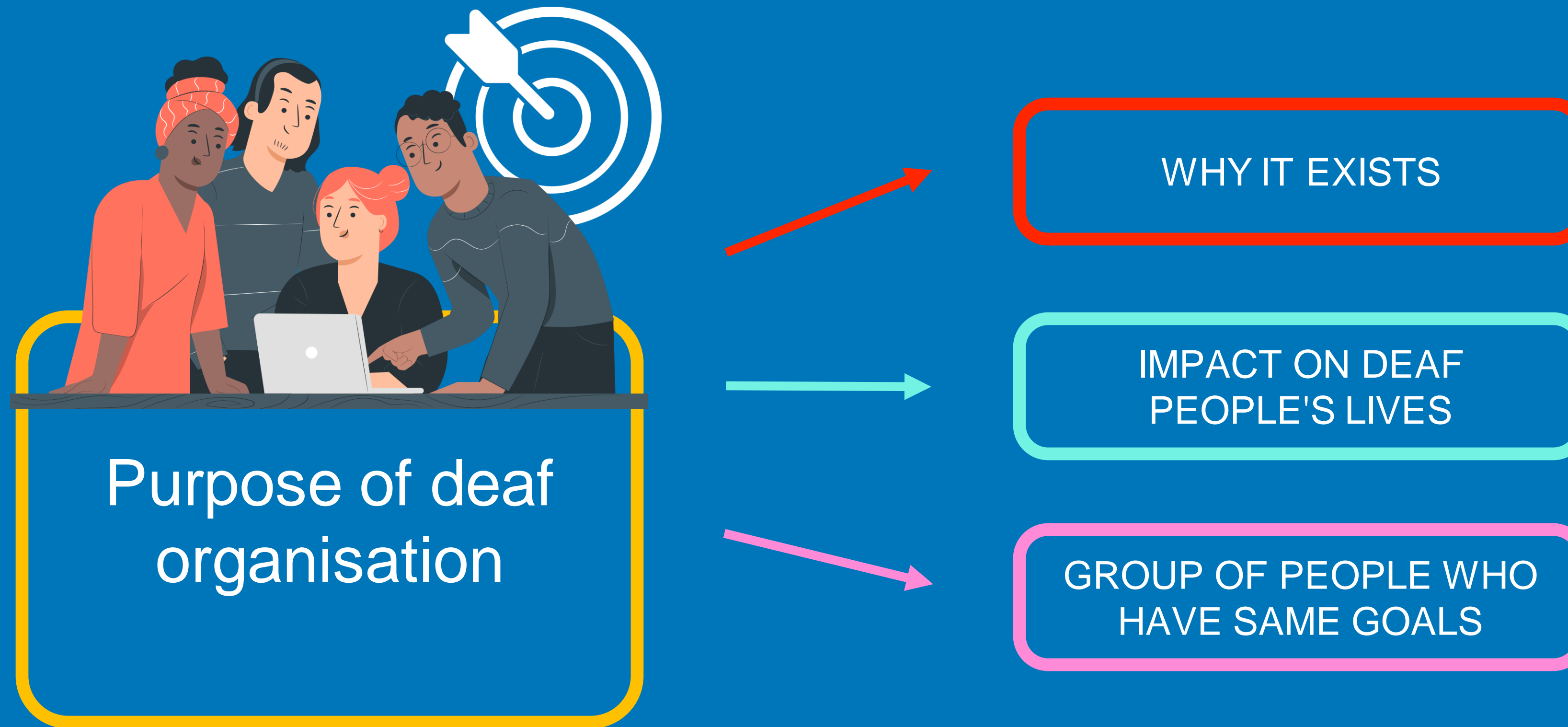




PURPOSE OF THE DEAF ORGANISATION



PURPOSE OF THE DEAF ORGANISATION



WHY DO PEOPLE MAKE ASSOCIATIONS?

Group of people come together with the same goal

Create activities that help achieve goal

Come up with solutions
for their problems

Develop relationship
with the government
and NGOs

Common interests
and needs

Community
coordination



NAD

Important role in improving the situation of deaf people

Promote social change and to create a better environment

Act as a pressure group with the government to defend human rights and encourage policy change

Come together to share ideas and create solutions



ORGANISATION'S IDENTITY

- Organisation's identity can be reflected through its vision and mission



WHAT IS THE DIFFERENCE BETWEEN VISION AND MISSION?

Vision

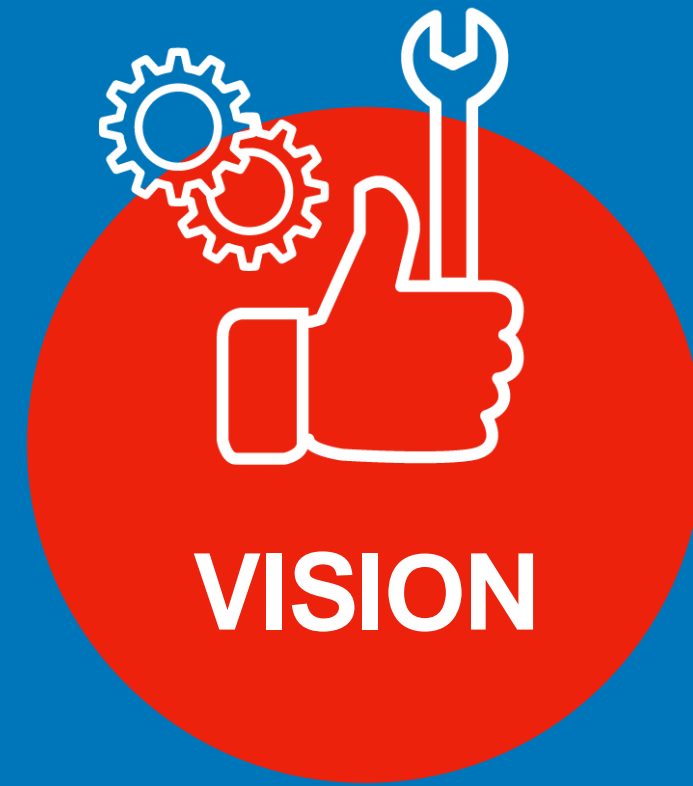
- What an organization would like to happen as a result of the action that it does
- “What will happen as a result of what we do?”

Mission

- What an organization does, its action
- “What do we do?”



Mission equals the action; vision is the ultimate result of the action.

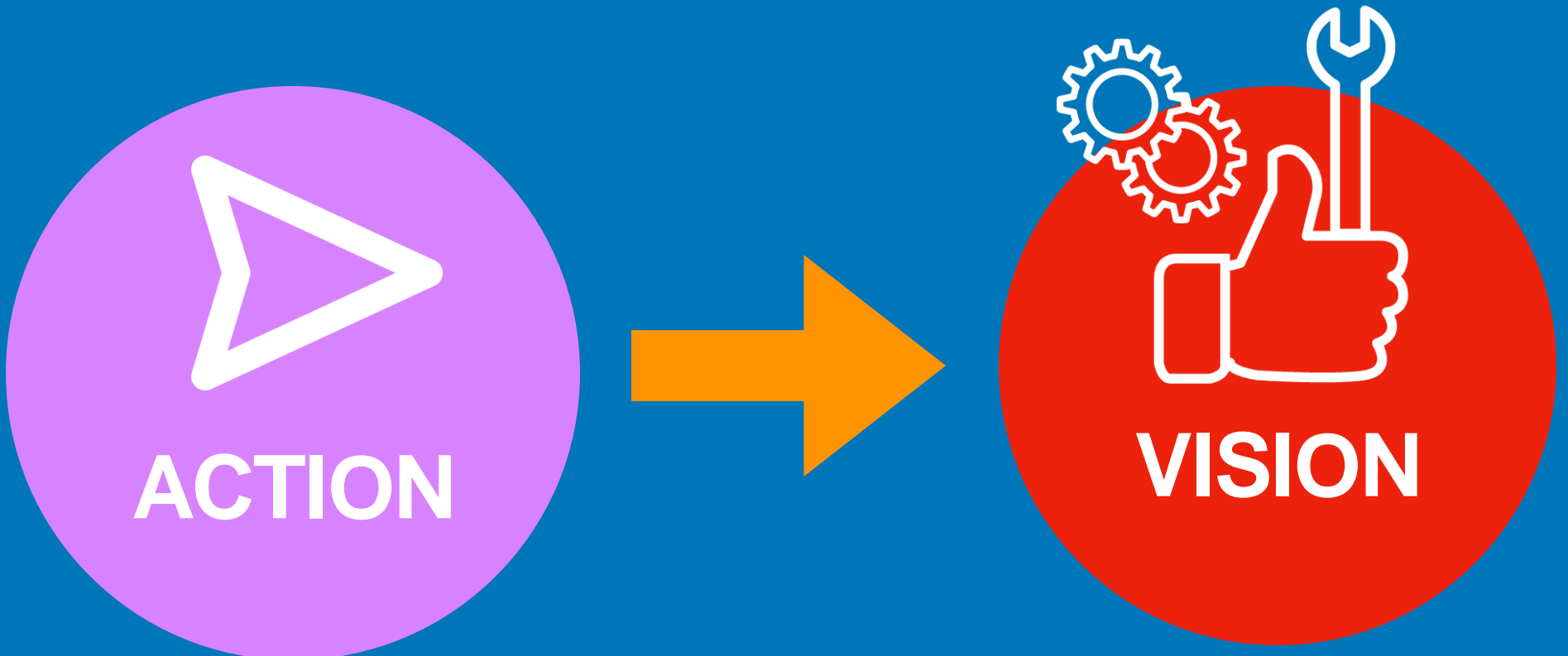
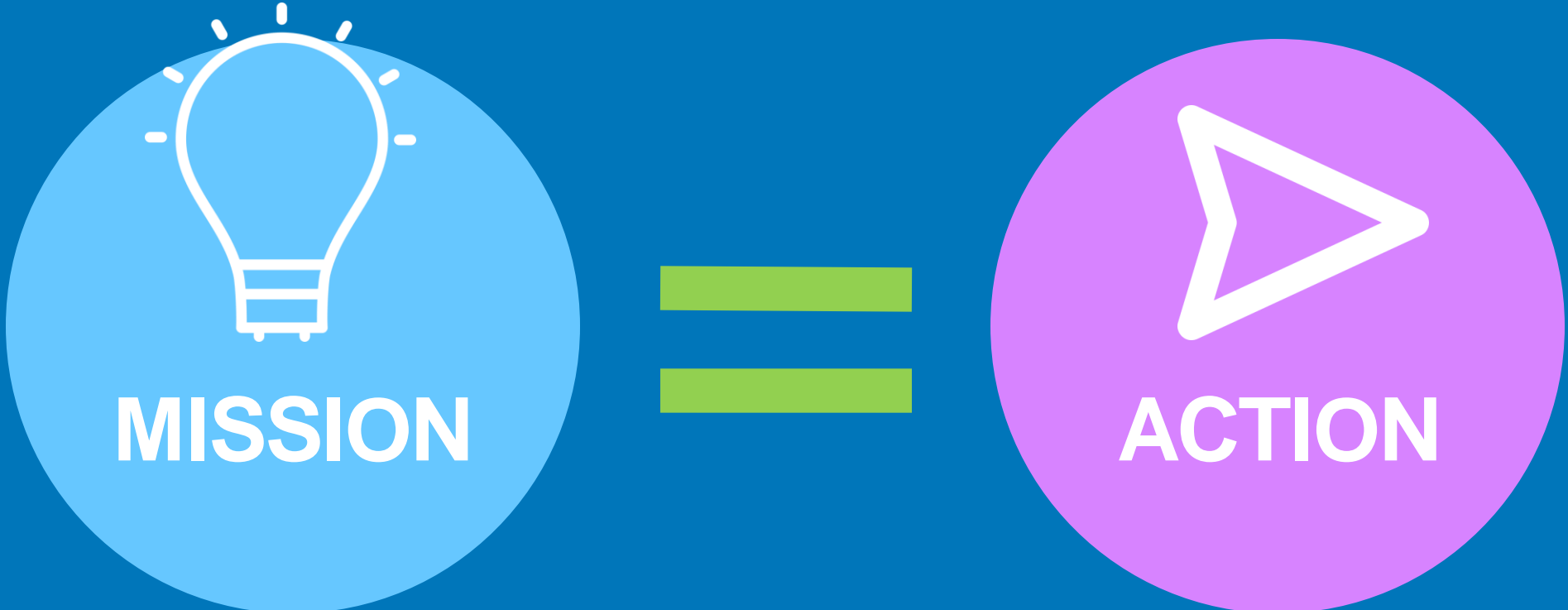


- What an organization would like to happen as a result of the action that it does
- The reason for the establishment and existence of organization
- Concentrates on the future
- Inspiration for organization's work
- Provides a clear decision-making for the organisation



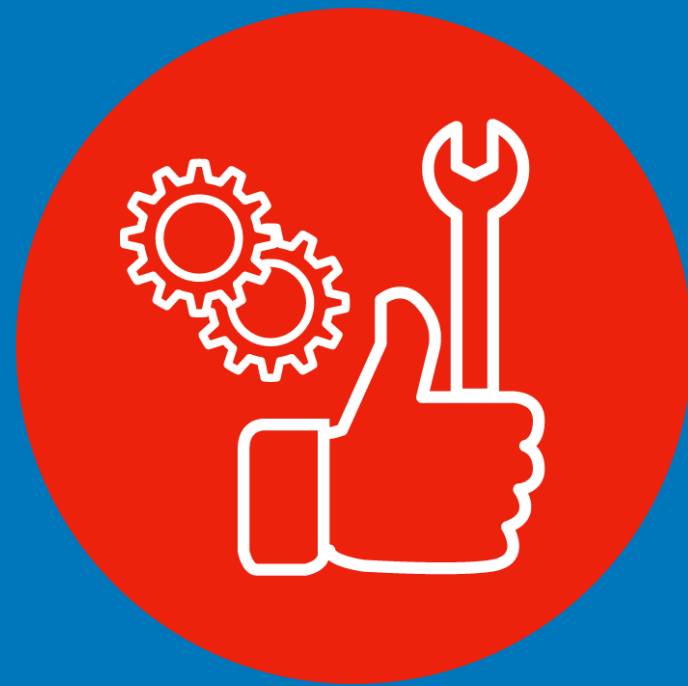
- What an organization does, its action
- “What do we do?”

MISSION EQUALS THE ACTION; VISION IS THE ULTIMATE RESULT OF THE ACTION



YOUR ASSOCIATION

VISION



MISSION



ACTION



VISION AND MISSION STATEMENTS

- Take time to create the vision and mission statements
- Use different perspectives
- Should be easily understood by people outside of deaf association
- Should be shared amongst deaf members within the association and outside of the organisation
- Can be expressed and documented in different ways:
 - Written declarations
 - Video clips



VISION AND MISSION STATEMENTS

- Many people often confuse the vision statement with the mission statement.
- Vision is the WHAT of the organization's purpose and mission is the HOW of the organization plans to achieve its vision.





- LEADERS IN THE ASSOCIATION MUST KNOW AND UNDERSTAND THE MISSION AND VISION



- WITH MISSION AND VISION, THEY CAN LEAD DEAF MEMBERS TO ACHIEVE THE AIM

VISION STATEMENTS



A vision statement should summarize the organization's purpose which is the shared values amongst the organization members.

A GOOD VISION STATEMENT HAS...

- Clarity and lack of ambiguity
- Vivid and clear picture
- Description of a bright future
- Memorable and engaging wording
- Realistic aspirations
- Alignment with organizational values and culture

VISION



- Vision is a one sentence statement describing the clear and inspirational long-term change, resulting from your work
- Vision statement is a description of what the ideal world you wish to achieve looks like if you fulfill your mission. It is intended to guide decisions for choosing current and future courses of action.
- A clear vision statement is important because it connects to your strategic plan and guides your organization in choosing what will you do when writing a strategic plan.
- You should make sure that working methods and how you work should be in line with your vision. Activities you carry in your organization should be included in vision. You should be able to clearly define your target group(s). Does your organization know which target group(s) you are working for and with?

WRITING YOUR VISION



MUST INCLUDE

1. BELIEF

"FSL is the natural language of the deaf"

2. WHAT YOU PLAN TO ACHIEVE

"Accessible education for the deaf"

MUST EXPLAIN

1. WHAT YOU WANT TO ACHIEVE

"Deaf Filipinos will have equal rights in the society"

2. WHAT YOU SEE IN THE FUTURE

"Deaf Filipinos will have equal rights in the society"



EXAMPLE OF ORGANISATIONAL VISION



“Filipino Sign Language and deaf culture will be internationally recognized, and the Deaf Community will have equal rights and full participation in the Philippine society.”

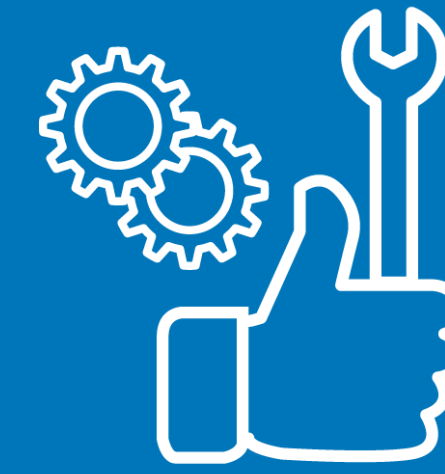
MISSION



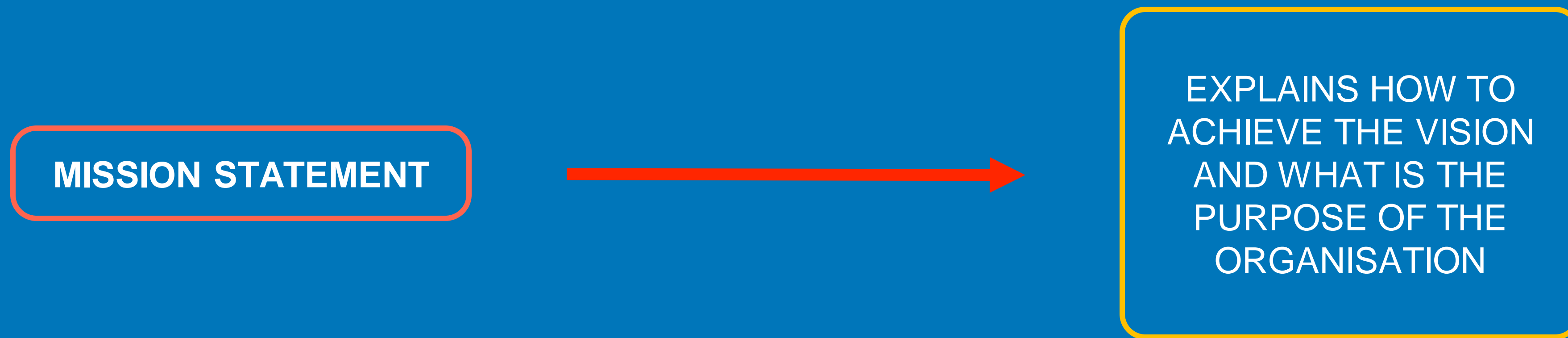
- Mission statement explains why you exist
- It is a statement describing the reason an organization exists
- A statement of the purpose of your organization
- Helps clarify the reason your organization is founded, your goals and objectives.
- It connects to your strategic plan and helps your organization know what to do when writing a strategic plan.



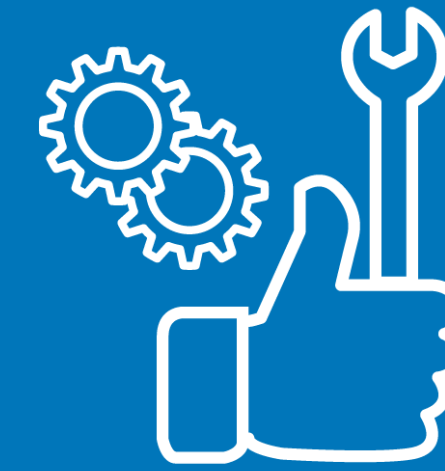
MISSION STATEMENT



A **mission statement** summarizes how the organization plans to achieve the vision and clarifies their purpose as an organization and motivates people to become involved. A mission is what an organization does and its action.



MISSION STATEMENT



SHOULD INCLUDE

1. IDENTITY

Ex. deaf, hard of hearing, where are you from – “deaf Manilenos, deaf Boholanos, deaf in Cotobato”

2. BELIEF

Ex. “FSL is the natural language of the deaf”

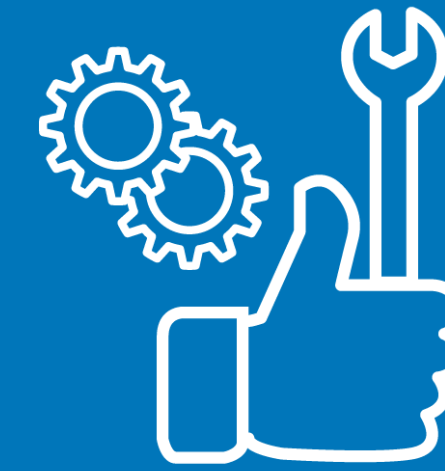
3. PURPOSE

Ex. “To train deaf in leadership”

4. GOALS AND OBJECTIVES

Ex. “FSL will be recognized as national language of the deaf”

MISSION STATEMENT



SHOULD INCLUDE

1. WHAT IS YOUR ORGANISATION'S IDENTITY?

Deaf? Hard of hearing? Deaf from a certain place?

2. WHAT DOES YOUR ORGANISATION DO?

Train leaders? Advocate for human rights? Serve the deaf community?

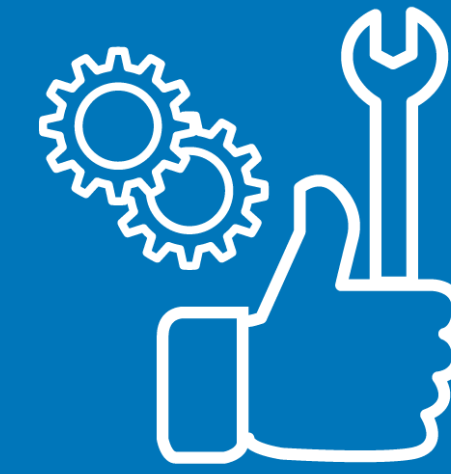
3. WHO OR WHAT YOU SERVE?

Deaf? Hard of hearing? Deaf from a city? Parents of deaf children?

4. WHY YOU DO IT?

To empower deaf leaders? For equality? For deaf employment?

EXAMPLE OF MISSION STATEMENT



“To represent deaf Filipinos, preserve Filipino Sign Language, and empower the Deaf Community through capacity building training of deaf and hard of hearing Filipinos to ensure their equal human, legal, linguistic, and cultural rights.”

WRITING PURPOSE, VISION, MISSION, STATEMENT (PVMS)

DO'S

1. Use clear, simple, and succinct language
2. Keep them short and concise
3. Articulate something tangible and unique
4. Get input from stakeholders and beneficiaries
5. Make it compelling and convincing and believable
6. Ask for feedback from real people
7. Make them understood by people of all age

DONT'S

1. Use vague or generic term
2. Make them too wordy
3. Use clichéd, overused jargon
4. Set unachievable goals
5. Write something right away
6. Try to say everything
7. Make them understandable only to insiders or employees

WRITING YOUR VISION CHECKLIST

Are documented in writing

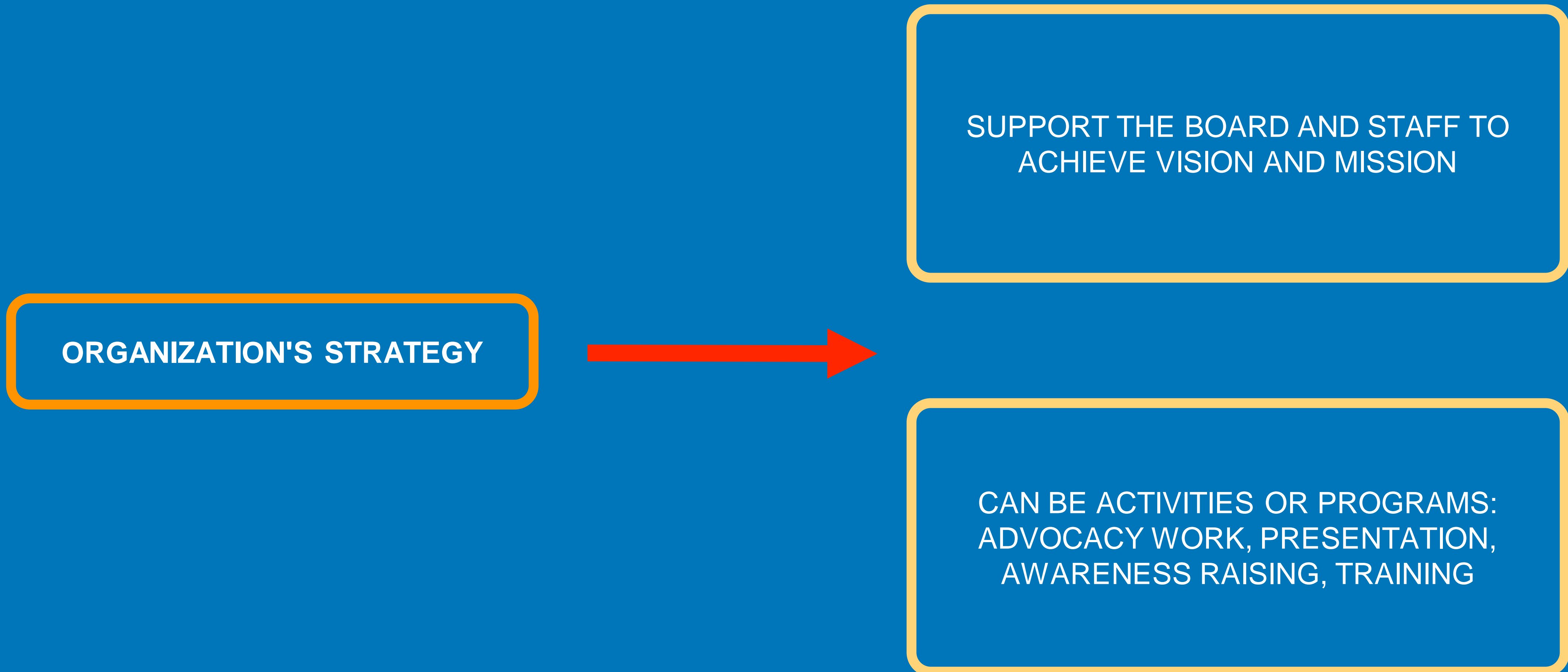
Are known and accepted by all members and staff

You have shared it outside of your organization

All within the organization knows that the vision and mission exist and continually aim to ensure that the vision and mission are being achieved through the organization's strategies.



ORGANISATION STRATEGY



GOOD ORGANISATION STRATEGY



ANSWERS TO WHY AN ACTIVITY WILL HELP DEAF ASSOCIATION TO ACHIEVE VISION

WRITTEN STRATEGY WITH SUBGOALS LINKED TO ORGANISATION'S VISION

DISCUSSED AND APPROVED BY MEMBERS



WORLD FEDERATION OF THE DEAF

Vision

“Human rights for deaf people including recognition of sign language in all aspects of life”

Mission

“The WFD works for the realisation of deaf people’s human rights in partnership with the United Nations and its agencies, national organisations of deaf people, and relevant stakeholders”



SOUTH AFRICAN NATIONAL DEAF ASSOCIATION

Vision

“Empowered deaf people with equal opportunities and acknowledgement in a South Africa accessible to all”

Mission

“To serve as an innovative, responsive and dynamic developmental deaf organisation that consistently ensures the protection and promotion of the rights, needs and concerns of deaf people in South Africa”



NEPAL ASSOCIATION OF THE HARD OF HEARING

Vision

“Hard of hearing people of Nepal enjoying dignified life in an equitable society”

Mission

“To organize and build capacity of hard of hearing people so that they are empowered to claim and utilize their rights”



NIGERIAN NATIONAL ASSOCIATION OF THE DEAF

Vision

“NNAD vision is of an inclusive society where the deafs are fully integrated, with equality of opportunity and participation. It is our role to make this vision a reality by promoting the equal rights for the deaf and enhancing their life opportunities”

Mission

“To improve the welfare, promote inclusion and well-being of deaf people across Nigeria”



TANZANIA ASSOCIATION OF THE DEAF

Vision

“To have an empowered and well informed deaf community and a Tanzania community which has a conducive and supportive environment for deaf people to access and enjoy their rights, fulfill their potential and be productive members of the society”

Mission

“To advance and promote access to all human and citizenship rights among deaf community in Tanzania, and to advocate for reduction and alleviation of all barriers constraining their access and engagement of those rights, so that deaf people can realise their full potentials, improve their quality of life and be full productive members of the society”



THE SINGAPORE ASSOCIATION FOR THE DEAF

Vision

“To be the leading organisation in advocating equal opportunity, in all aspects, for the deaf and supporting the deaf to reach their full potential”

Mission

“To assist the deaf to achieve a better quality of life and to enable them to integrate and contribute to society”



NATIONAL FEDERATION OF THE DEAF NEPAL

Vision

“Strengthened deaf network: dignified deaf community with self-identity and rights”

Mission

“To empower the deaf community through advocacy, network development, and capacity building”

ACTIVITY 1



Each participant picks one organisation. Answer the four questions:

1. What is your organization's purpose?
2. What is your organization's vision?
3. What is your organization's mission?
4. What is your organization's strategy?

ACTIVITY 2

GUESS WHICH STATEMENT IS
VISION AND WHICH IS MISSION



1. LinkedIn

- A. To create economic opportunity for every member of the global workforce.
- B. To connect the world's professionals to make them more productive and successful.

- Which one of the following statement is a vision?
- Which one of the following statement is a mission?

ACTIVITY 2

GUESS WHICH STATEMENT IS
VISION AND WHICH IS MISSION



2. Tesla

- A. To accelerate the world's transition to sustainable energy.
 - B. To create the most compelling car company of the 21st century by driving the world's transition to electric vehicles.
-
- Which one of the following statement is a vision?
 - Which one of the following statement is a mission?

ACTIVITY 2

GUESS WHICH STATEMENT IS
VISION AND WHICH IS MISSION



3. eBay

- A. Provide a global online marketplace where practically anyone can trade practically anything, enabling economic opportunity around the world.
 - B. Commerce being one that is enabled by people, powered by technology, and open to everyone.
- Which one of the following statement is a vision?
 - Which one of the following statement is a mission?

GROUP ACTIVITY 3

MAKE STATEMENTS ABOUT VISION AND MISSION STATEMENTS AND THREE GOALS FOR AN IMAGINARY CASE



IMAGINARY CASE 1:

Mr. Rajay, a father of three deaf children, is concerned about his future. He is seriously thinking about opening a vocational training center. He wants to approach his local government for financial support, but he needs to write down a proposal. Let's help him produce a project proposal. We need to think of a good name for his organization. What would be the vision? Mission? Three objectives?

GROUP ACTIVITY 3

MAKE STATEMENTS ABOUT VISION AND MISSION STATEMENTS AND THREE GOALS FOR AN IMAGINARY CASE



IMAGINARY CASE 2:

Ms. Muna is deaf, and she has only completed her basic education and was not given an opportunity to continue her education. Like many other deaf women, she faced discrimination and prejudice. She was lucky to have found her skills and managed to find a job. She is very concerned about the plight of many deaf women living in her area as they were seriously lacking knowledge of basic human rights, independent living and working skills. She is thinking about opening a society to train and empower deaf women. Let's help her write down a statement about her future organization. She needs to present a proposal to the local authorities and sponsors to materialize her dream. What would be the name of the organization? Vision? Mission and three objectives?

GROUP ACTIVITY 3

MAKE STATEMENTS ABOUT VISION AND MISSION STATEMENTS AND THREE GOALS FOR AN IMAGINARY CASE



IMAGINARY CASE 3:

Both Michael, who is deaf, and Beth, who is hearing, are thinking about opening a private consultancy business to provide support and resources to deaf communities in developing countries. Both of them are qualified and have the necessary resources to do the work. They need to come up with a name of an organization and what their vision and mission statements would be plus three objectives.

DISCUSSION QUESTIONS



- 1) What is the purpose of your organization?
- 2) Does your organization have a vision? Does it exist? Is it documented? Is it known among the members? Is it known outside of the organization?
- 3) Is the organization's vision clear? Does it make sense? Is it aligned with the group of people/members' shared values and common interests and needs?
- 4) Does your organization have a mission? Does it exist? Is it documented? Is it known among the members? Is it known outside of the organization? Is your mission statement linked to the vision?
- 5) Does your organization have strategies? Do your strategies explain how to achieve your organization's vision/mission?
- 6) Are the strategies documented? How are they documented?
- 7) Was the vision, mission and strategies developed and approved by a group of people and/or members of the organization using different ideas and perspectives of a variety of individuals?