

Mission and Vision

The What and Where of Cross Roads
Today and Tomorrow

Vision and strategy help translate your mission into desired results



Comprehensive Planning's recommended Mission

To maintain low-density country living and to provide necessary services to promote the health, safety and welfare of the residents, business owners, and visitors, without the need for a property tax.

Mission? Vision? What difference does it make?

	Mission Statement	Vision Statement
About:	A mission statement defines your organizations purpose and primary objectives.	A Vision statement pictures where you want to be. Communicates both the purpose and values of your committee
Answer:	It answers the question, "Why do we exist?"	It answers the question, "What's our destination?"
Time:	A mission statement talks about the present leading to its future.	A vision statement speaks to your future.
Function:	It lists the broad goals for which the organization is formed. Its prime function is internal, to define the key measure/characteristics of the organization's success and its prime audience is the leadership team and stakeholders.	It lists where you see yourself some years from now. It inspires you to give your best. It shapes your understanding of why are you serving here.
Change:	Your mission statement may change, but it should still tie back to your core values and vision.	Your vision should remain intact, even if the immediate environment changes dramatically, because it speaks to what you represent, not just what you do.

Vision Killers

- **Tradition** - The way we've always done it.
- **Fear** - We might miss something that is "good".
- **Generalizing** - Seeking to please everyone.
- **Stereotypes** - Only "those" kinds of activities...
- **Complacency** - Why do we need to do this?
- **Fatigue** - I don't have the energy; this is work.
- **Short-term thinking** - Next year? Who knows?

Compare our vision to the criteria for a good vision

- **Is the vision clear: Will people understand it?**
- **Is it challenging: Does it move people to action?**
- **Does it create a picture: Can people see it in their heads?**
- **Future oriented: Does it present a picture of Cross Roads future?**
- **Do you believe that it can be: Is it feasible?**
- **Are you convinced that it must be: Are you passionate about that specific vision?**
- **Do you believe that our vision is inspired and inspiring?**

Comprehensive Planning's recommended Vision

In 2022, the Town of Cross Roads will:

- **Have a water system with sufficient pressure to support adequate firefighting.**
- **Have a sewer system to support commercial development**
- **Have high-quality commercial development consistent with our low-density country living aesthetics.**
- **Have parks and recreational facilities to promote the health and well-being of citizens.**
- **Have Fire and EMS services with a response time of less than 10 minutes for all parts of Cross Roads.**
- **Have a system of roads that safely and efficiently moves traffic throughout the Town, consistent with the Town thoroughfare plan.**

What's next?

- **Develop a Town vision we can embrace**
- **Begin with Comprehensive Planning's recommendations**
- **Use their work as background for brainstorming in a Council Workshop**
- **Select a visioning horizon**
- **Create a strong Council consensus for a vision**
- **Publish a draft**
- **Invite review by all the Committees and Teams**
- **Post an approved vision on the Town website for citizen viewing**

Together we will create a vision based on our planning horizon

- 1. Determine a planning horizon**
 - 2 years?**
 - 5 years?**
 - 10 years?**
- 2. Quickly develop individual vision statements**
- 3. View and consolidate individual vision statements**
- 4. Establish consensus on our overall vision**

Quickly develop individual vision statements



When you stand at the far edge of your planning horizon and look at the future impact of the expected trends and the Town's governing efforts, describe what you see.



A few standards in documenting your vision will help us more readily consolidate the results

- ✓ Print clearly.
- ✓ Use the horizontal format.
- ✓ Keep it brief (12 words or less).
- ✓ Use at least one verb.
- ✓ Write only one thought per Post-It note.
- ✓ Generate as least 3 statements.

In the next step, each statement is read, clarified, and posted on the wall in "thematic" groups

1

vision statement
using a subject and
a verb

2

vision statement
using a subject and
a verb

3

vision statement
using a subject and
a verb

vision statement
using a subject and
a verb

vision statement
using a subject and
a verb

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using a subject and
a verb

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a verb

...

N

vision statement
using a subject and
a verb

Groups are inspected, consolidated (or eliminated) by consensus, and category names are assigned



Then, we determine the highest priority vision statements using “sticky dots”



Some example vision statements from two other Texas towns

- **Fairview will be recognized as one of the best small towns in Texas for families and businesses, with a unique quality of life that combines upscale residential country living with vibrant urban conveniences and accountable, fiscally responsible governance.**
- **The City of Hico will continue to be one of the Best Small Towns in America.**
 - **Our attractive community has a sense of pride, a sense of caring and a sense of place.**
 - **We will focus on preserving the heritage of the past in an effort to create an identity for the present and a vision for the future.**
 - **We are committed to preserving our small town values and sense of community while providing a high quality of life for our citizens.**
 - **We will encourage a "front porch" atmosphere and attitude among our citizens.**
 - **We value the contributions of our youth and recognize the importance of youth in shaping the present and the future of the Hico community.**
 - **We will encourage community-oriented governance through partnerships with citizens and public and private organizations.**
 - **We understand the value of a healthy economy and will encourage responsible, progressive development that will lead us into the future.**

Create a consolidated vision statement

- **Examine our prioritized “vision theme” statements**
- **Extract the important themes we want to emphasize**
- **Bear in mind our chosen planning horizon**
- **Cast our vision for Cross Roads**

Finally, we compare our vision to the criteria for a good vision

- **Is the vision clear: Will people understand it?**
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