

# HCC DEVELOPING VISION AND MISSION STATEMENTS

## Vision Statement

The vision statement looks forward and defines a desired future state. It inspires, motivates and guides people to work together.



## Getting Started

1. Visualize the future (5 years)
2. Write a draft of the vision statement:

3. Evaluate the vision statement:
  - a. Is the vision attainable?  
 Yes     No  
If no, what needs to be changed in the vision statement?
  - b. Does it clearly state a common purpose for the company?  
 Yes     No  
If no, what needs to be changed in the vision statement?
  - c. Does it convey where the company really wants to go?  
 Yes     No  
If no, what needs to be changed in the vision statement?
4. Rewrite the vision statement until it is clear, concise and simple for everyone to understand.

### Samples:

- #1: <<Company Name>> will be a supportive work environment where people value and practice healthy and safe living.
- #2: <<Company Name>> will engage employees in personal wellness and healthy lifestyles.
- #3: <<Company Name>> will promote the immediate and long-term emotional and physical well-being of our employees.
- #4: <<Company Name>> will redefine wellness fostering a mindset shift among our employees from unwarranted health care spending to prevention and early detection.
- #5: <<Company Name>> will promote the health and safety of our employees by providing programs that help prevent injury and illness and encourage healthy lifestyles.
- #6: <<Company Name>> will improve the health and well-being of <<Company Name>> employees' lives through health education and activities that support positive lifestyle change, thereby resulting in improved employee productivity and morale.
- #7: <<Company Name>> will enable employees to perform at their best by offering opportunities for healthy behaviors (being active, healthy eating, not smoking) during the workday.

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## Mission Statement

The mission statement should focus on the immediate future, expressing what the Healthy Culture Council does, for whom they do it, and why they do it.

1. What will the Healthy Culture Council do?

2. For whom?

3. How is the HCC unique in what it does?

4. What is the ultimate goal of the Healthy Culture Council?

5. What are key action words that you would like to capture in your mission statement?

Example Key Action Words:

Accomplish	Empower	Lead
Achieve	Engage	Motivate
Create	Establish	Promote
Define	Impact	Provide
Demonstrate	Improve	Serve
Develop	Influence	Support

Use the information above to create your Healthy Culture Council mission statement:

The Mission of <<Company Name's>> Healthy Culture Council is to



Samples:

- #1: To provide integrated programs and resources that promote a culture of health and wellness in our workplace, which will lead to heightened personal performance and reduced health expenditures.
- #2: To create a culture of health that inspires our employees to live well, thereby reducing the overall cost of health care.
- #3: To generate a culture of wellness that promotes and supports a healthier lifestyle through education and guidance.
- #4: To promote an atmosphere that supports the maintenance of employee health; to encourage prevention, detection, treatment, and rehabilitation of employees; and to consult with management on employee health-related issues.
- #5: To establish and maintain a worksite that encourages environmental and social support for a healthy lifestyle.
- #6: To promote a worksite culture that supports employees' desire to make healthy lifestyle choices.
- #7: To meet the diverse needs of our employees and their families in an effort to promote safer, healthier and happier lives.