

# **Linking Systems of Care: Coordinator Toolkit**

## **Creating a Clear and Inspiring Mission Statement**

### **What the Mission Statement Should Provide**

- Clarity about what the Linking Systems of Care project will accomplish (think big!)
- A common articulation of commitment that the stakeholders have agreed upon

### **What the Mission Statement Should Address**

- WHAT is the purpose of the program?
- WHO is the targeted population?
- HOW will the goals of the program will be accomplished?
- WHY are the stakeholders doing this?

*\*Remember, the mission statement is a living document that should be revised and revisited.*

### **A Strategic Planning Exercise**

As a stakeholder group work together to brainstorm on each of the above ideas. List all ideas on chart paper and tape them to the wall. This is an idea-generating session, and all ideas should be written down initially. For example, in response to “*What is the purpose?*” participants may answer, “help victims,” “stop crime,” or “develop healthier families.”

Once all the above questions have been exhausted, take documented words to create separate flip-charts sheets for Adjectives, Verbs, Target Population, and Why. Challenges small teams of three or four to make sentences using at least one word from each chart.

Document each team’s sentences and ask the group to help you edit, reorder the sentences, identify any missing intent, and agree on draft content.

### **Points to Remember when Creating a Mission Statement**

- This is a messy process, but the process is as important as the product. Stakeholders are working together to create shared meaning and clarify a common vision for linked systems of care in their state.
- This statement may evolve as the stakeholders moves through planning and implementation stages, refining their vision and collaboration, and learning more about needs in their states.

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