# CHAPTER 1



# DEFINING YOUR MISSION, VISION AND VALUES

## Vision Statement: (Desired End-State)

A one-sentence statement describing the clear and inspirational long-term desired purpose for you being in business and operating a pharmacy.

#### Your Vision Needs to...

- Be Clear and Simple
- Avoid Elaborate Language & Buzz Words
- · Easily Explainable by Others
- · Recognized as Yours

PHARMACY EXAMPLE: To Encourage, Empower and Enhance our Community's Wellbeing

## Building Your Vision Statement: Your Vision Worksheet

- 1. What Needs to Change in Your Community (or World)?
- 2. What is Your Dream?
- 3. What Does Success Look Like?
- 4. Why Did You Choose This Career?

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# DEFINING YOUR MISSION, VISION AND VALUES

## Mission Statement (What You Do & How You Do It):

Your mission is one-sentence statement describing how your organization will reach your vision. This will help guide decisions about priorities, actions, and responsibilities.

### Your Mission Needs to...

- · Share How You Will Accomplish Your Vision
- Avoid Elaborate Language & Buzz Words
- · Easily Explainable by Others
- · Uniquely and Recognized as Yours

PHARMACY EXAMPLE: Because we understand and embrace the link between health and wellness, we will enhance our community through customized, innovative, and effective integrative pharmaceutical care and lifestyle treatment

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Building Your Mission Statement: Your Mission Worksheet  1.What are you?
2. Why do you exist?
3. What's the broadest way to describe your work?
4. For whom do you do this work?
5. Where do you work?

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#### Values:

Crafting your values best accomplished when you include a variety of your staff. These types of meetings are best accomplished out of the business or at least before or after hours. You will want to focus and have uninterrupted conversations away from day-to-day distractions.

## Crafting Your Values in Your Pharmacy...

- · Share How You Will Accomplish Your Vision
- Avoid Elaborate Language & Buzz Words
- · Easily Explainable by Others
- · Uniquely and Recognized as Yours

PHARMACY EXAMPLE: Wellness Culture, Responsive, Friendly & Fun, Community Focused, Sustainable, IntegrityTeamwork, Freedom and Discovery

## First create a list of value words based upon the following questions:

- 1. What customer comments make you and your staff most happy?

  2. When are you and your staff most proud?
- 3. What words do you want your business to be remembered for?
- 4. What promise will you never break to your patients?