

# CHAPTER 1

## DEFINING YOUR MISSION, VISION AND VALUES

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### ***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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### ***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

### ***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?

