**LEADING STRATEGIC CHANGE**

**Learning Outcome 1: ACTIVITY 1**

**Vision, mission and values statements**

#### In pairs/small groups

Research local organisational vision, mission and values statements (2-5 organisations). Try to select a range organisations from a range of markets and sectors.

From your research, identify:

1. Good practice examples of effective vision, mission and values statements. What are your reasons for proposing this?
2. Examples of where these statements could be more effective. What are your reasons for proposing this?
3. What role and purpose do each of these statements provide?
4. What is the role of the leader in creating these strategic statement?

Prepare a short presentation on your findings.