VISION & MISSION STATEMENT BUILDER

WHY THIS TOOL MATTERS?

A Vision & Mission Statement Builder helps you define the *purpose* and *direction* of a project, organisation, or idea. A **vision statement** describes the long-term dream your ideal future and the impact you want to make.
A **mission statement** explains how you will achieve that vision in practical terms: what you do, for whom, and how. For university students, this tool is extremely valuable when developing group projects, NGO initiatives, start-up concepts, or personal career plans. It supports clear communication, strengthens team alignment, and helps you stay focused on what truly matters.

HOW TO USE IT?

1. **Clarify the topic**
   Define what you are writing a vision and mission for (a project, student club, business idea, personal development plan, etc.).
2. **Gather key ideas**
   Brainstorm words, values, goals and motivations that describe your ideal future and your core purpose.
3. **Build your Vision Statement**
   - Imagine success 5–10 years from now.
   - Describe the change or impact you want to create.
   - Keep it inspirational, short and future-oriented.

Co-funded by the European Union

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them.
Project number: 2024-2-FR02-KA220-YOU-000293524

Practical tip: Many organisations describe their mission in one simple sentence. You can visit their websites and look at their mission statements for inspiration before writing your own.

4. **Build your Mission Statement**
    - Explain what you do *now* to reach the vision.
    - Identify your target audience or beneficiaries.
    - Describe how you deliver value through actions, methods or principles.
5. **Refine and simplify**
   Combine key ideas into 1–2 clear sentences for each statement.
6. **Test your statements**
   Ask: Are they easy to understand? Do they inspire direction?
   Can people remember them?

TIPS

- Use simple words and visuals for accessibility.
- Try digital tools (Miro, Canva, Mural).

Co-funded by the European Union

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them.
Project number: 2024-2-FR02-KA220-YOU-000293524