

Appendix 9: Vision, Mission, Values: The Heart of a Strategic Plan

Your organization may have a clearly vision, mission and values (VMV) statement to adopt or adapt for the foundation of the midwifery practice. Make sure to clarify the midwifery model of care within the larger organization's or practice's care philosophy.

For practices prefer to develop their own VMV statement, see the template below. Complete this process after onboarding the midwifery leader and other midwives.

Vision: An inspirational, long term statement of purpose. A clear vision statement helps every know what direction they are moving in.

Mission: The purpose of the practice and its place in the world. A concise mission statement helps guide all strategic initiatives and goals.

Value: The importance we attach to a belief that serves as a guide to action. Consistency is Key

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Values (Adapted from Managing by Values by Ken Blanchard)

What should our practice stand for? What should be the values by which we operate? Look over the list of values below. Circle any values that “jump out” because of their importance to you. Then write your top three values, in order of importance, below the list. Feel free to add values.

Truth	Persistence	Resources
Efficiency	Sincerity	Dependability
Initiative	Fun	Trust
Environmentalism	Relationships	Excellence
Power	Wisdom	Teamwork
Control	Flexibility	Service
Courage	Perspective	Profitability
Competition	Commitment	Freedom
Excitement	Recognition	Friendship
Creativity	Learning	Influence
Happiness	Honesty	Justice
Honor	Originality	Quality
Innovation	Candor	Hard work
Obedience	Prosperity	Responsiveness
Financial growth	Respect	Fulfillment
Community	Fairness	Purposefulness
Integrity	Order	Strength
Peace	Spirituality	Self-control
Loyalty	Adventure	Cleverness
Clarity	Cooperation	Success
Security	Humor	Stewardship

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[Insert Practice Name] Top Three Values

- 1.
- 2.
- 3.

Points for Consideration

Do all practice members function in alignment with our stated values?

How can we better communicate our vision, mission and values to our team and key constituents?