



## Organizational Focus Template

Help your team members and other collaborators quickly understand and easily remember why your organization exists and how you plan to achieve its purpose. The clearer your plan is, the more power you give others to take strategic and focused action.

Offer a vision ‘cheat-sheet’ like the one below as part of onboarding, strategic planning, and goal-setting:

<p><b>MISSION:</b> Why do we exist?</p>	<p>Our mission is to achieve [X outcome] for [Y users] (optional: by doing [Z strategy].) <i>Example: Our mission is to accelerate the end of factory farming by closing skill gaps within animal advocacy organizations.</i></p>
<p><b>VISION:</b> What will tell us we succeeded and/or what progress will we make in 5-10 years?</p>	<p>Achieve [X result] (and/or) achieve [X amount] of [Y result] by [Z year]. <i>Examples:</i></p> <ul style="list-style-type: none"> <li>• <i>End animal suffering caused by factory farming.</i></li> <li>• <i>Eliminate critical skill gaps in the 25 largest animal advocacies by 2025.</i></li> <li>• <i>Equip 100,000 animal advocacy employees with essential skills by 2030.</i></li> </ul>
<p><b>STRATEGY:</b> How will we achieve our vision?</p>	<p>We solve [X problem] with [Y solution] to achieve [Z result]. <i>Example: Animal advocacy organizations play a major role in making systems-level change. The more effective they are, the faster we end factory farming. But many critical skills are missing or rare in the movement. We help close the skill gap in animal advocacy organizations that exist to end factory farming by providing training in the most high-impact and hard-to-hire skills. If animal advocacy employees have the skills they need, they will reach their mission faster.</i></p>
<p><b>VALUES:</b> What principles will guide how we get there?</p>	<p><i>Examples:</i></p> <ul style="list-style-type: none"> <li>• <i>Always Be Learning: learn even over looking smart or feeling comfortable</i></li> <li>• <i>80% is Better Than 0%: make progress even over making things perfect</i></li> <li>• <i>Foster Abundance: share with others even over personal benefit or credit</i></li> <li>• <i>Cultivate Diversity: invite different perspectives even over speed</i></li> </ul>
<p><b>SUCCESS:</b> What are our criteria for defining our own success?</p>	<p>These [3-4] pillars show us that we’re on track to achieving our mission and vision. We have to achieve each of them to consider our company a success. <i>Examples:</i></p> <ul style="list-style-type: none"> <li>• <b>Impact:</b> <i>Ex: client number, training usefulness, org skill gap score</i></li> <li>• <b>Team:</b> <i>Ex: engagement, effectiveness, tenure, hiring</i></li> <li>• <b>Funds:</b> <i>Ex: revenue/funds raised, funding sources, cashflow</i></li> </ul>

Need help developing your mission, vision, and values?  
Check out our free playbook [here](#).

Want leadership support for an organization that helps animals? Visit [ScarletSpark.org](https://ScarletSpark.org).

Want to get better at sharing power? Read [Lead Together: Stop Squirreling Away Power and Build a Better Team](#) 🐿️