

Awakening The Genie Within (Chapter #8)

Handout #5 – Comparison of Purpose, Mission, and Vision

PURPOSE, VISION, AND MISSION

Many organizations use these terms interchangeably. They are, however, distinctly very different. The **purpose** is the reason the organization exists. It answers the question “Why?” It is what motivates us to do something. This is usually to meet an unfilled need or want, but in a way that is consistent with our values and beliefs. The **vision** and **mission** define what the organization wants to **be**, and what it will **do** respectively, to fulfill the purpose. The vision is the guiding light (focus). The mission directs the day-to-day activities of the organization. Without a vision, an organization’s mission becomes stagnant. The following may help distinguish them.

VISION	MISSION
Right Brain (picture)	Left Brain (language)
Intangible (energy field)	Tangible
Being	Doing
Pursued	Achieved
Inspirational (in spirit)	Motivational (move, action)
Ideal, Utopian	Realistic, Challenging
Spirit generated	Logic/mind generated
Compass/Guiding Star	Rudder/Steering Wheel

A mission without Vision is like a mind without a spirit (often lacking passion, direction, and real purpose). When the mind and spirit are disconnected, we lack integrity (wholeness). We cause a split between our mind-created self (ego) and who we truly are at a deeper level (our soul). Being conscious of the split and grounding ourselves in the core of our soul can remedy this.

Walt Disney often said to his people, “I only hope that we don’t lose sight of one thing: “that it was all started by a mouse”. In other words, stay grounded in the values and vision, upon which the company’s purpose was founded. In creating Disneyland, the mission may have been to provide memorable, affordable, family entertainment, but Disney’s vision for Disneyland was “**to be the happiest place on earth**”.

Three bricklayers on the same project were asked what they were doing. The first replied, “I’m laying bricks”. The second replied, “I’m building a wall”. The third replied, “I’m helping to build one of the world’s most beautiful churches to the glory of God”. **Without vision, a job is just a job.**