



Better World Strategy

Vision & Mission Statements Template

This template is intended for print to facilitate use by your strategy team.



This template is designed to help mission-driven organizations step back, reflect, and build a clear, practical strategy. Templates are useful tools for understanding your environment, clarifying your purpose, and shaping the choices that guide your work.

Templates such as this one can spark meaningful conversations about where you are today and where you want to go next. Used collaboratively, they support the creation of a comprehensive organizational strategy that brings clarity, alignment, and momentum to your team.

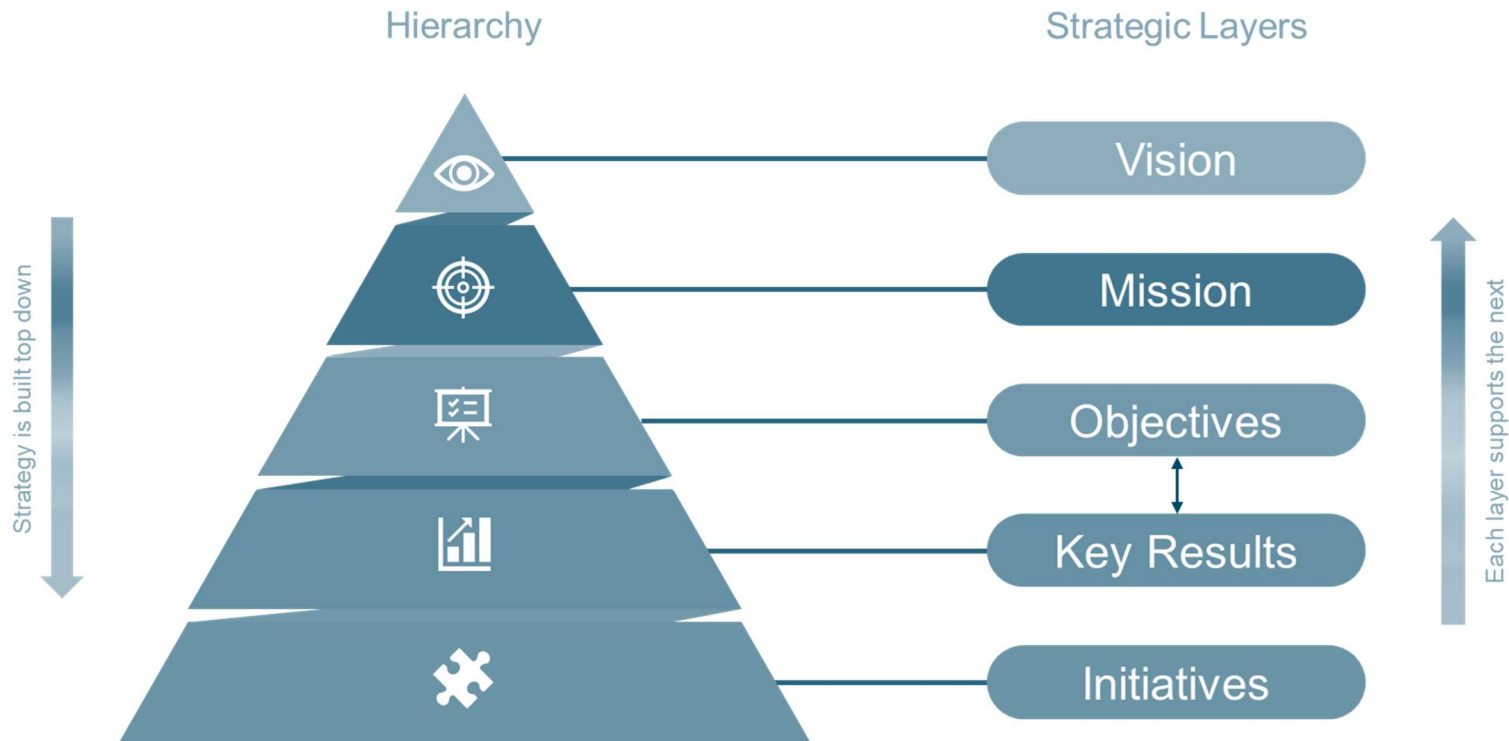
💡 While templates are helpful on their own, they work best with thoughtful facilitation and an experienced partner who can help you navigate the process, ask the right questions, and turn insights into action. If you'd like guidance or want to explore a full strategy engagement, reach out at betterworldstrategy.com.

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The Strategic Hierarchy

Before starting, recall that strategy is built in layers. Each layer supports the next, creating a clear path from day-to-day decisions all the way to your organization’s Mission and, ultimately, your Vision for a better world.



The templates in this library follow that design principle. The tools are organized from foundational elements to higher-level choices, helping you build a strategy that is aligned, practical, and connected from the ground up.

Vision Statement Template

Why Does Our Organization Exist?

What Ideal Are We Trying To Achieve?



Vision Statement

Mission Statement Template

What Do You Do?

How Do You Do It?

For Whom?



Mission Statement