

How Purpose, Mission, and Vision Work Together

1. The Relationship Between Them

Purpose, mission, and vision form a unified framework that connects meaning, action, and aspiration within an organization. Each element builds on the other:

- **Purpose** is the foundation — the reason the organization exists.
- **Mission** translates that purpose into action — what the organization does every day to fulfill it.
- **Vision** projects that purpose into the future — what success looks like when the purpose is fully realized.

Together, they create alignment between **why** the organization exists, **what** it does, and **where** it's going.

2. The Flow of Alignment

Element	Core Question	Focus	Timeframe	Outcome
Purpose	Why do we exist?	Meaning & impact	Timeless	Inspires and guides
Mission	What do we do and how?	Action & operations	Present	Drives daily behavior
Vision	Where are we going?	Aspiration & direction	Future	Motivates long-term progress

Flow:

Purpose → **Mission** → **Vision** → **Strategy** → **Culture** → **Results**

1. **Purpose** defines the “why.”
 2. **Mission** expresses the “what” and “how.”
 3. **Vision** describes the “where.”
 4. **Strategy** outlines the “how to get there.”
 5. **Culture** sustains the behaviors that make it possible.
 6. **Results** demonstrate the purpose in action.
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3. Example of Integration

Purpose: “To improve lives through accessible healthcare.”

Mission: “Deliver high-quality, affordable medical services to underserved communities.”

Vision: “A world where everyone has access to essential healthcare.”

How They Work Together:

- The **purpose** gives meaning — improving lives.
 - The **mission** defines the current focus — delivering affordable care.
 - The **vision** sets the destination — universal access to healthcare.
- Each decision, project, and partnership aligns with this chain of meaning.
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4. Why Alignment Matters

- **Clarity:** Everyone understands the organization's direction and reason for being.
 - **Consistency:** Decisions and actions reflect shared values.
 - **Engagement:** Employees connect emotionally to the purpose and see how their work contributes.
 - **Resilience:** A clear purpose and vision sustain motivation through change.
 - **Impact:** The organization's daily mission advances its long-term vision.
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5. Reflection Prompts

- Does the mission clearly express how the purpose is lived out?
 - Does the vision describe what fulfilling the purpose looks like in the future?
 - Are strategies and goals consistent with all three?
 - Can every team member see their role in advancing the purpose and vision?
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When purpose, mission, and vision are aligned, the organization operates with coherence and inspiration — knowing **why** it exists, **what** it must do, and **where** it is heading.