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.

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