Vision Statements (1)

Definition

The vision statement is:

* picture of your company/organization in the future;
* your inspiration, the framework for all your strategic planning.

Vision statement:

* may apply to an entire company/organization or to a single division of that company/organization;
* answers the question, “Where do we want to go?”
* articulates your dreams and hopes for your activity;
* reminds you of what you are trying to build;
* doesn’t tell you how you’re going to get there;
* sets the direction for your strategic planning.

Important:

* When crafting a vision statement let your imagination go and dare to dream;
* Vision statement captures your passion;
* Don't think too short (only a year or two ahead).

Vision Statements (2)

Comments

Once you have one, your vision statement will have a huge influence on decision making and the way you allocate resources.

When writing a vision statement, your mission statement and your core competencies can be a valuable starting point for articulating your values.

Unlike the mission statement, a vision statement is for you and the other members of your company, not for your customers and clients

Vision Statements (3)

Difference to Mission Statement

A Vision Statement
* answers the question: Who/What do we want to be/achieve?
* focuses on the future.

A mission statement:
* is a brief description of a company's/organization's fundamental purpose;
* answers the question, "Why do we exist?"
* articulates the company's/organization's purpose both for those in the organization and for the public;
* focuses on the present state.

Vision Statements (3)

Examples

Google mission:
Google's mission is to organize the world's information and make it universally accessible and useful.

Microsoft values:
As a company, and as individuals, we value integrity, honesty, openness, personal excellence, constructive self-criticism, continual self-improvement, and mutual respect. We are committed to our customers and partners and have a passion for technology. We take on big challenges, and pride ourselves on seeing them through. We hold ourselves accountable to our customers, shareholders, partners, and employees by honoring our commitments, providing results, and striving for the highest quality.

Nokia vision:
Connecting people ...
Ikea vision:
affordable solutions for better living

Vision Statements (4)

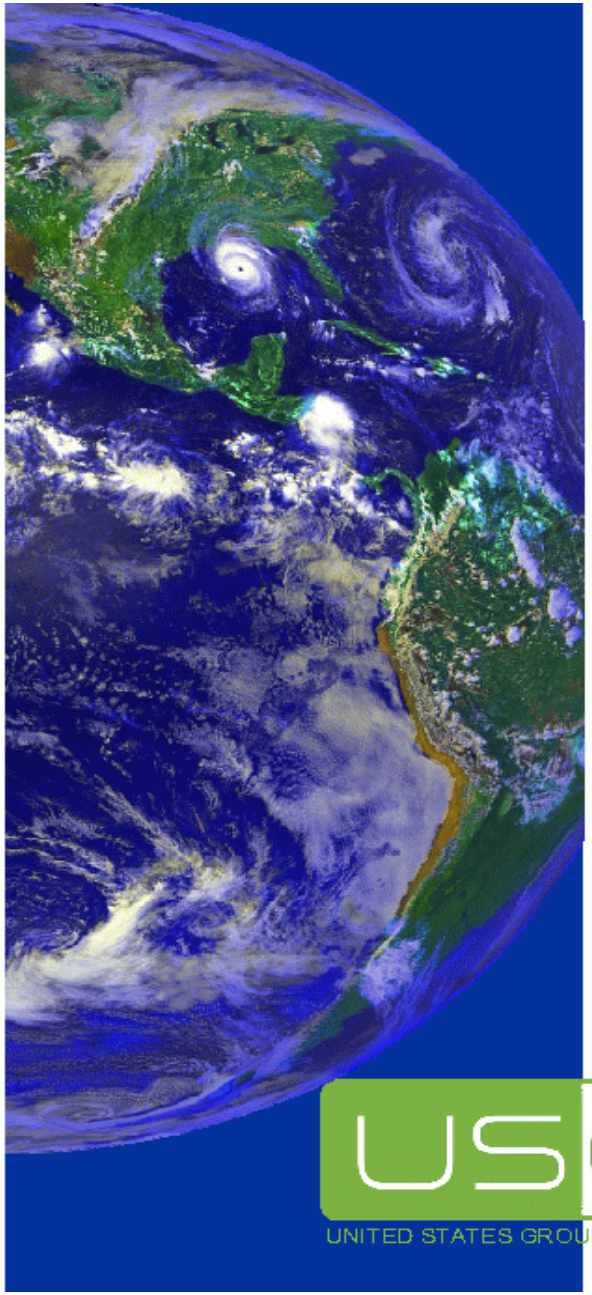
Examples

GEO Vision Statement:

The vision for GEOSS is to realize a future wherein **decisions and actions** for the benefit of humankind are **informed by** coordinated, comprehensive and sustained **Earth observations** and information.

Vision Statements (5)

Examples



Progress Report of the U.S. Group on Earth Observations

GEO Plenary
28-29 November 2007

Executive Summary

The United States Group on Earth Observations is pleased to present this progress report highlighting early GEO achievements. In addition to addressing new U.S. efforts such as the development of a U.S. Earth Observation Policy and a process for the assessment of Earth observations in the U.S., the report also builds on the GEO Progress Report emerging themes to recommend specific GEO program developments in the areas of drought, air quality, land characterization, disasters, and information dissemination.

USGEO
UNITED STATES GROUP ON EARTH OBSERVATIONS

1. INTRODUCTION

Establishment of USGEO

Following the first Earth Observation Summit, in July 2003, the United States government formed an interagency group under the auspices of the President's National Science and Technology Council to develop the U.S. component of the Global Earth Observation System of Systems (GEOSS) – an Integrated Earth Observation System (IEOS). The goals of IEOS are consistent with GEOSS in that it is intended to achieve ***coordinated and sustained*** observations of the Earth system in order to improve monitoring of the changing state of the planet, increase understanding of complex Earth processes, and enhance the prediction of the impacts of environmental change.

USGEO Vision Statement

Enable a healthy public, economy, and planet through an integrated comprehensive and sustained Earth observation system.

The United States Group on Earth Observations (USGEO) is a results-oriented organization that comprises representatives from sixteen U.S. federal agencies and the Executive Office of the President and is co-chaired by representatives from the White House Office of Science and Technology Policy (OSTP), the National Oceanic and Atmospheric Administration (NOAA), and the National Aeronautics and Space Administration (NASA).

USGEO Membership

USGEO Co-chairs:

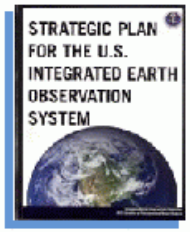
Dr. Gene Whitney (OSTP)

Dr. Teresa Fryberger (NASA)

Ms. Helen Wood (NOAA)

U.S. Government Agencies and White House Offices:

2. USGEO EARLY ACHIEVEMENTS



To provide a framework for the integration of U.S. Earth observations, USGEO developed the *Strategic Plan for the U.S. Integrated Earth Observation System*, released in 2005. This Strategic Plan sets forth goals and requirements for U.S. observing systems and contributions to GEOSS.

The Strategic Plan is organized around nine societal benefit areas that collectively cut across all mission areas of the USGEO member agencies. These nine societal benefit areas are closely aligned to the societal benefit areas developed by GEO and link U.S. efforts to international activities in support of GEOSS. USGEO has already made progress toward realizing the goals set forth in the national IEOS Strategic Plan. Significant accomplishments reported in the USGEO Progress Report for 2006 include the development of plans for air quality, integrated drought monitoring, and land characterization.

USGEO recognizes the importance of transitioning proven Earth observation systems and programs from research to operational status. The research and operational member agencies of USGEO, together with universities, private sector organizations, and international partners have collaborated to enhance existing

International Association of Geodesy

Vision Statements (5)

Examples

GGOS http://www.ggos.org

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USGEO Vision Statement

Enable a healthy public, economy, and planet through an integrated comprehensive and sustained Earth observation system.

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UNITED STATES GROUP ON EARTH OBSERVATIONS

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EO Vision Statement

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Vision Statements (6)

IAG By-Laws

IAG By-Laws define:

The Global Geodetic Observing System (GGOS) works with the IAG components to provide the geodetic infrastructure necessary for monitoring the Earth system and for global change research.

A visionary mission statement?

Vision Statements (7)

IAG By-Laws

Vision of GGOS

Empowering with geodetic methods observations of ongoing global change, extending our understanding of Earth system processes, and predicting the future behavior of the Earth system for the benefit of society.

Empowering with geodetic methods Earth sciences and Earth observations for the benefit of society

Mission Statement

Mission of GGOS

GGOS is the Observing System of IAG, the flagship, that facilitates networking among the IAG Services and Commissions and other stakeholders in the Earth science and Earth Observation communities, provides a forum for scientific advice and coordination in order to enable the IAG Services to develop products with higher accuracy and consistency meeting the requirements of particularly global change research, and improves the accessibility of geodetic observations and products for a wide range of users.