

Anchoring Vision in a Set of Governing Ideas

Governing Ideas Answer Three Critical Questions:

“What?” “Why?” and “How?”

- Vision is the “What?” – the picture of the future we seek to create.
- Purpose (or “mission”) is the “Why?” The organization’s answer to the question, “Why do we exist?” Great organizations have a larger sense of purpose that transcends providing for the needs of shareholders and employees
- Core values answer the question “How do we want to act, consistent with our mission, along the path toward achieving our vision?” Core values describe how the company wants life to be on a day-to-day basis, while pursuing the vision.

Peter M. Senge, The Fifth Discipline, Doubleday, New York, NY, 1990, pp. 223-224