



TÜRKİYE  
KOJENERASYON  
VE TEMİZ ENERJİ  
TEKNOLOJİLERİ  
DERNEĐİ  
1998



**TÜRKOTED**  
**VİZYON – MİSYON ÇALIŞTAYI**  
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# vision and mission

- **Vision Statement: (Desired End-State)** A one-sentence statement describing the clear and inspirational long-term desired change resulting from an organization or program's work
- *Is your vision statement longer than 20 words? Can you get it below 15? Below 10? Design your vision statement to clearly communicate what you are working to achieve in a way that people can remember it and communicate this to others. If you can't get your full vision below 15 words, consider also creating a vision tagline (2-6 words) which people can more easily remember.*
- **Mission answers the question "Why do we exist?" Vision answers the question "What will the future look like as we fulfill our mission? What will be different?" While mission is about today, vision is about the future, what we will become.**
- **Your mission can and should be written in a short, concise statement. It should pass the "T-shirt" test, meaning, it should be able to be printed on a t-shirt and still be readable. The vision needs to be more than a statement. It should be a description. This description may be a paragraph or a whole page. It should paint a picture of the future that will come to be as we carry out our mission.**

# vision and mission

## **Vision:**

- It outlines what the organization wants to be, or how it wants the world in which it operates to be.
- It is a long-term view and concentrates on the future. It can be emotive and is a source of inspiration.
- For example, a charity working with the poor might have a vision statement which reads "A World without Poverty."

## **Mission:**

- Defines the fundamental purpose of an organization or an enterprise, succinctly describing why it exists and what it does to achieve its vision.
- For example, the charity above might have a mission statement as "providing jobs for the homeless and unemployed".

# Example Vision Statements for Non-Profit Organizations

- **Human Rights Campaign:** Equality for everyone (3)
- **Feeding America:** A hunger-free America (4 words)
- **Alzheimer's Association:** A world without Alzheimer's (4)
- **Oxfam:** A just world without poverty (5 words)
- **National Multiple Sclerosis Society:** A World Free of MS (5)
- **The Nature Conservancy:** To leave a sustainable world for future generations. (8)
- **Make-A-Wish:** That people everywhere will share the power of a wish (10)

# Example Vision Statements for Non-Profit Organizations

- **Habitat for Humanity:** A world where everyone has a decent place to live. (10)
- **San Diego Zoo:** To become a world leader at connecting people to wildlife and conservation. (12)
- **NPR,** with its network of independent member stations, is America's pre-eminent news institution (12)
- **Ducks Unlimited** is wetlands sufficient to fill the skies with waterfowl today, tomorrow and forever. (13)
- **Oceana** seeks to make our oceans as rich, healthy and abundant as they once were. (14)
- **In Touch Ministries:** proclaiming the Gospel of Jesus Christ to people in every country of the world. (14)
- **Cleveland Clinic:** Striving to be the world's leader in patient experience, clinical outcomes, research and education. (14)

# Example Vision Statements for Non-Profit Organizations

- **Save the Children:** A world in which every child attains the right to survival, protection, development, and participation. (15)
- **Teach for America:** One day, all children in this nation will have the opportunity to attain an excellent education. (16)
- **Smithsonian:** Shaping the future by preserving our heritage, discovering new knowledge, and sharing our resources with the world (17)
- **ASPCA:** That the United States is a humane community in which all animals are treated with respect and kindness. (18)
- **Leukemia & Lymphoma Society:** Cure leukemia, lymphoma, Hodgkin's disease and myeloma, and improve the quality of life of patients and their families. (18)
- **World Vision:** For every child, life in all its fullness; Our prayer for every heart, the will to make it so (19)

# Example Vision Statements for Non-Profit Organizations

- **Clinton Foundation:** To implement sustainable programs that improve access worldwide to investment, opportunity, and lifesaving services now and for future generations. (19)
- **Goodwill:** Every person has the opportunity to achieve his/her fullest potential and participate in and contribute to all aspects of life. (21)
- **Boy Scouts of America:** To prepare every eligible youth in America to become a responsible, participating citizen and leader who is guided by the Scout Oath and Law. (24)
- **WWF:** We seek to save a planet, a world of life. Reconciling the needs of human beings and the needs of others that share the Earth... (25)
- **Kiva:** We envision a world where all people – even in the most remote areas of the globe – hold the power to create opportunity for themselves and others. (26)
- **Amnesty International:** A world in which every person enjoys all of the human rights enshrined in the Universal Declaration of Human Rights and other international human rights instruments. (26)

**amazon.com**

**"It's our goal to be Earth's most customer-centric company, where customers can find and discover anything they might want to buy online."**

Amazon started off selling books in 1995 and now prides itself on offering the 'Earth's biggest selection'.



**"Our mission is to bring the Teddy Bear to life. An American icon, the Teddy Bear brings to mind warm thoughts about our childhood, about friendship, about trust and comfort, and also about love."**

The company describes its core values as - reach, learn, di-bear-sity, cola-bear-ate, give and cele-bear-ate.

**CHANEL**

**"To be the Ultimate House of Luxury, defining style and creating desire, now and forever."**

Chanel's objectives seek to maintain its legacy while successfully moving it to the future, and continuing to be at the forefront of fashion .



**"To be the global energy company most admired for its people, partnership and performance."**

Chevron lists its values as integrity, ingenuity, trust, protecting people and the environment, partnership, diversity and high performance.





**"To refresh the world in mind, body and spirit. To inspire moments of optimism and happiness through our brands and actions. To create value and make a difference."**

The Coca Cola Company values are leadership, collaboration, integrity, accountability, passion, diversity and quality.



**"Provide a global trading platform where practically anyone can trade practically anything."**

On its launch eBay had 5 key values, including the belief that people are basically good and everyone has something to contribute.



**facebook**

**"Facebook's mission is to give people the power to share and make the world more open and connected."**

The social media giant's values are focus on impact, move fast, be bold and build social value.



**"We go further to make our cars better, our employees happier and our planet a better place to be."**

Ford goes on to say that it's dedicated to building great products to strengthen the business and benefit communities.



**"Google's mission is to organise the world's information and make it universally accessible and useful."**

Those at Google wrote a '10 things' list early into the website's life which features key values such as 'focus on the user and all else will follow' and 'you can make money without doing evil'.



**"At IKEA our vision is to create a better everyday life for the many people."**

The Swedish furniture retailer believes the low prices they sell their extensive product range for helps them achieve their vision and allows most people to afford them.



**"Delight our customers, employees and shareholders by relentlessly delivering the platform and technology advancements that become essential to the way we work and live."**

Intel provides its employees with objectives which outline what Intel should do to continue to be 'essential'; these include 'excel in customer orientation' and 'deliver unrivalled microprocessors and platforms'.



**"Question Assumptions. Think Deeply. Iterate as a Lifestyle. Details, Details. Design is Everywhere. Integrity."**

InVision prides itself on being 'the world's leading design collaboration platform', changing the way designers create and craft for web and mobile.



**"To bring inspiration and innovation to every athlete\* in the world. \*If you have a body, you are an athlete."**

Nike follows '11 Maxims' which describe and shape its culture and include: the consumer decides, evolve immediately and do the right thing.

## NORDSTROM

**"Offer the customer the best possible service, selection, quality and value."**

Nordstrom says that in store or online, wherever new opportunities arise, they work relentlessly to give customers the most compelling shopping experience possible.



**"To inspire and nurture the human spirit — one person, one cup and one neighborhood at a time."**

Starbucks has 4 key values, including 'creating a culture of warmth and belonging, where everyone is welcome'. Other values focus on dignity and respect, and challenging the status quo.



**TOYOTA**

**"Toyota will lead the way to the future of mobility, enriching lives around the world with the safest and most responsible ways of moving people."**

Toyota uses a tree to symbolise their vision from 'roots to fruits', seeing the tree as a symbol of natural strength that continues to flourish and grow.