

STUDENTS FOR LIBERTY

# VISION & MISSION

STUDENTS FOR LIBERTY HANDBOOK



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## WHAT ARE VISION AND MISSIONS STATEMENTS?

A mission statement describes an organization's purpose (the how). A vision statement describes what that organization is trying to achieve in the future (the why). So while a mission is focused on the now, a vision is focused on what the world would look like if that organization were successful at fulfilling their goals.

### VISION

**A GLOBAL NETWORK OF LEADERS ADVANCING LIBERTY IN ALL ASPECTS OF SOCIETY.**

### MISSION

**EDUCATE, DEVELOP, AND EMPOWER THE NEXT GENERATION OF LEADERS OF LIBERTY.**

## IMPORTANT DEFINITIONS

Leader: A leader is a person who can formulate a vision, takes meaningful action towards that vision, and inspires others to realize it.

Advancing Liberty: To advance liberty means actively working to create more awareness, understanding, acceptance, and implementation of libertarian principles, values, and practices rather than threatening or using violence to coerce others for personal or political ends.

Network: A network consists of goal-oriented and purpose-driven connections between leaders around the world who are working together to better society.



**“IF YOU DON’T KNOW WHERE YOU’RE GOING, ANY ROAD WILL TAKE YOU THERE.”**

**- G E O R G E H A R R I S O N**

### **WHY ARE VISION AND MISSION STATEMENTS SO IMPORTANT?**

Good vision and mission statements provide additional guidance and limits as to what the organization should focus on. What is a mission statement if there is no purpose behind it? Without purpose, programs can start to veer off course because there are no lanes to follow. These statements prevent “mission creep,” which is the gradual expansion of an organization’s activities outside the scope of its purpose.



For SFL specifically, our mission statement tells us:

## **WHAT ACTIONS WE CAN TAKE**

(educate, develop, empower)

## **WHO OUR AUDIENCE IS**

(next generation of leaders of liberty, i.e students)

## **WHY ARE WE DOING IT**

(to create a global network of leaders advancing liberty in all aspects of society)



# OUTCOMES

## **WILL OUR NEW VISION STATEMENT CHANGE ANYTHING ABOUT OUR OPERATIONS?**

We should look at all of our operations through the lens of our vision and mission statements. Do our actions conform to our intended purpose (i.e. mission)? Do they move us closer to our intended goal (i.e vision)? We can build educational content and training curriculums focused on a lot of different things. Do we train on public speaking, interview skills, writing for publication, fundraising, budgeting, networking, etc.? Which of these is more likely to get us toward our goal? Our vision helps us determine what the priority is and helps us evaluate our programs based on how well they get us towards our goal.

## **WHAT HAPPENED TO A FREER FUTURE?**

A Freer Future was never intended to be an organizational vision statement. It was originally a tagline and will continue to be used in that way. Although we all want a freer future, the statement is so broad that it is not guiding to the organization nor distinguishes us from other organizations.

## **SHOULD WE CALL CURRENT COORDINATORS “LEADERS”?**

Both our mission and our vision focus on future leaders of liberty. Current coordinators should not be called leaders while in our programs. When an applicant is accepted and completes Local Coordinator training, that person enters our Local Coordinator program. Over the next several months and years, their skills grow and mature as they develop through our programs. Our purpose (i.e. our mission) is to educate, develop, and empower this person to become a leader as previously defined in this document, with the goal that once this person graduates from our programs, they have all the skills and knowledge necessary to be a leader. However, when students enter our programs, they are not leaders yet as students have to first receive the proper training and put the work in to become a leader.

## **HOW DOES A VISION AND MISSION STATEMENT IMPACT YOU?**

Our vision and mission statements will help you set your strategic goals by making sure they align with our organizational purpose and long term goals. All of our annual program plans need to fit within at least one part of our mission statement (educate, develop, empower) and be able to demonstrate

ON A DAY-TO-DAY BASIS, YOUR JOB RESPONSIBILITIES SHOULD BE ALIGNED WITH THE ORGANIZATION’S PURPOSE AND GOALS.



how they get us closer to our vision. The strategic planning process involves answering specific questions related to our vision and mission.

On a day-to-day basis, your job responsibilities should be aligned with the organization's purpose and goals. If you know how you are contributing to our organizational success, you will find your work more meaningful. As you are crafting your Roles, Responsibilities, and Expectations (RRE) document, think about how your actions fit within our organizational purpose and help to achieve our goals.

## WHAT SUCCESS LOOKS LIKE

A SFL caucus in every country and in every parliament working together to implement libertarian policies.

Alumni business leaders and government leaders coming together at the World Economic Forum focusing on spreading a liberty agenda.

Alumni think tank leaders producing research that helps SFL politicians push the freedom agenda forward.

Alumni engineers, civil engineers, lawyers, and entrepreneurs working together to create free cities.

Alumni publishing joint-papers and showing the benefits of a free society to an academic and general audience.

Famous alumni musicians singing about liberty.

Alumni journalists covering promising innovation by SFL business leaders showing the benefits of free markets in action.

The world's most influential halls of government, businesses, think tanks, academia, journalism, art, and so much more are filled with SFL alumni who support each other and produce liberty-enhancing agendas that lift billions out of poverty and free them from the shackles of big government and oppression.



HOW TO

# COMMUNICATE

OUR VISION

We have prepared the following [slide deck](#) to help guide you when speaking about our vision and mission to students and partners.

It is important when speaking about our vision and mission to others to include:

- WHAT VISION AND MISSION STATEMENTS ARE TO AN ORGANIZATION
- WHY THESE STATEMENTS ARE IMPORTANT
- SFL'S VISION AND MISSION STATEMENTS
- IMPORTANT DEFINITIONS
- WHAT SUCCESS LOOKS LIKE



# ACTION ITEMS

Here are some questions about our vision and mission that you should be able to answer. Your supervisor will discuss these with you and help to answer any additional questions you have. You can also reach out to any members of the senior management team.

- What is SFL's vision & mission?
- How do I connect SFL's vision and what my role is in achieving that vision?
- Are there any obstacles in my way preventing me from communicating this vision?

