

Vision of the Vision: How the Pieces Fit Together

This “vision of a vision” was adopted on the river on May 19, 1999. Each piece flows from the previous one.

VISION – The vision describes the end game, what we want to see in the Grand Canyon as a result of our work. It is not necessarily achievable, not time-specific, is a very broad, overarching statement that may be more poetry than prose.

MISSION – The mission describes the sideboards and constraints under which we work, is more legalistic, and describes what we do.

GOALS – Goals clarify the mission statement by translating it into major program directions. Goals are broad statement of long-term results to be achieved. The goals are the link between the global mission statement and the specific measurable objectives.

OBJECTIVES – Objectives translate the goals into operational terms. They should be specific, unambiguous, attainable, results-oriented, measurable, time-specific, and prioritized action statements. Several objectives can contribute to the achievement of a single goal.