

Mission, Vision & Values

S.M.A.R.T. Goals

Specific: Provide detailed specifics on who, what, when, where, why, and how! Be very specific when creating goals and your strategic plan!

Measurable: How can and will you measure your success? Make sure to provide quantifiable measures for your goals; such as, a targeted goal of X amount of money or increasing membership by X percent.

Achievable: Your goal(s) needs to be possible and realistic. Make sure that the goals you set are possible for your club and can be reached within your goal's timeframe.

Relevant: Make sure that your goals or strategic plan aligns with your mission, vision, and values in order to meet the needs and wants of your club.

Time-bound: Provide a set deadline or timeline in which to complete your goals. Setting deadlines for each individual goal as well as the overall strategic plan will allow your club to remain accountable.

Action: Once you have a strategy created, the next step is to put it into action! Remember that strategic planning and goals setting should be on-going, it does not stop after the initial creating of the plan.

Make sure to continuously re-visit your goals and keep track of your progress.

Where do you want your Lawn Bowling Club to be in 4 years? Set a strong Foundation for your Club!

Mission: An organization's mission is its core purpose. An effective mission statement highlights the ultimate purpose of the organization and why it exists as well as what the organization does to achieve this purpose.

Questions to consider: Why does your club exist? What is its purpose? Tell others why they should care about your club!

Vision: An organization's vision statement describes what the organization wants to be and how it might get there.

Questions to consider: If everything proceeds as you wish, what will the end result be of your efforts? What is the desired future of your club? Think big picture!

Values: An organization's values connect its vision to its mission. Statements reflecting what is important for/to your club. Values are qualities that your club prioritizes which will shape the culture of your club. These statements will help your club answer HOW you will achieve your mission and vision. Essentially, values can direct people's behaviour and the choices that they make - thereby guiding them toward fulfilling the organization's mission and vision.

Some examples include integrity, accountability, equality, collaboration, quality, respect, etc.