

Council meeting 1 & 2 February 2005

OPEN BUSINESS

Vision and Mission statements for the Society

Purpose

To agree the vision and mission statements for the Society

Action required

Council is asked to agree the recommendation of the Strategy Day Planning Group that the vision of the Society be:

“To advance health and well-being through promoting excellence within the pharmacy profession”

Council is asked to agree the recommendation of the Strategy Day Planning Group that the mission of the Society be:

“The Society leads, regulates, develops and represents the profession of pharmacy”

1. Background

The Council spent some time in November and December examining its vision and mission as part of the process of developing strategic objectives. The last outputs from syndicates within the strategy day in December have now been analysed by the Strategy Day Planning Group, who have made recommendations for approval of the Council.

Vision statements answer the question, "What will success look like?" and express the desired destination of the organisation within a certain time-frame.

Mission statements describe the organisation's purpose and answer the questions: "Why does our organisation exist?", "What business are we in?" and "What values guide us?".

Confirmation of the vision and mission statements will enable the Council to go on to confirm the strategic objectives for the organisation as the next stage in the planning process.

2. Feedback from Council working groups in December

The four working groups of the Council produced between them four vision statements:

- (i) To enhance the health of the public by promoting excellence throughout the pharmacy profession
- (ii) Pharmacy achieving excellence for the benefit of the public
- (iii) To improve health and well-being through promoting excellence [within the pharmacy profession/in pharmacy]
- (iv) To advance health and well-being through promoting excellence within the pharmacy profession

With the exception of the second version, there is considerable congruence between the statements. All mention "excellence" and four mention "health", three with the addition of

“well-being”. Three refer to the “pharmacy profession”; two to “pharmacy”. After some discussion over the advantage of “enhance” over “advance”, the Strategy Day Planning Group considered that version (iv) offered the right combination and commends it to the Council.

The working groups produced four mission statements:

- (i) The Society leads, regulates, develops and represents the profession of pharmacy
- (ii) The Society improves the health and well-being of the public by leading, regulating, developing and representing the profession of pharmacy
- (iii) The Society leads, regulates and represents the profession of pharmacy
- (iv) The Society leads the pharmacy profession in the interests of the public, its members and its registrants

In discussing these suggestions, which again show a level of congruence, the Strategy Day Planning Group noted that while “leadership” appears in all four suggestions, “regulates” and “represents” appear in three, and “develop” in two. The group that produced the fourth suggestion considered that “leadership” was inclusive of all the terms. The Group considered that version one offers the right combination and commends it to the Council.

3. Risk Implications

The risks associated with the use of vision and mission statements are largely concerned with reputation. In the sense that a vision has to be essentially aspirational, the risk arises from engaging in activities that do not seem to work towards the vision. In a different way, the risks arising from a mission statement depend on its use. Since it describes the purpose of the organisation, everyone working for the organisation ought to be able to identify with it and describe how their job contributes to the fulfilment of the mission. Similarly, viewed externally, the Society’s activities need to fit with its mission.

4. Resource Implications

None. The vision statement is entirely consistent with the Society’s current strapline “Helping pharmacists achieve excellence”.

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