Core Purpose Statement

*Core purpose* is the association’s fundamental reason for being. An effective purpose reflects the importance people attach to the association’s work—it taps their idealistic motivations—and gets at the deeper reasons for a particular association’s existence. Ensure that the Core Purpose captures what participants believe to be MASSP’s unique and specific reason for being.

**Group 1 Core Purpose**
Group 1 Participants:
Group 1 Core Purpose Statement:

**Group 2 Core Purpose**
Group 2 Participants:
Group 2 Core Purpose Statement:

**Group 3 Core Purpose**
Group 3 Participants:
Group 3 Core Purpose Statement:

**Consensus Core Purpose**
Consensus Core Purpose Statement:
Core Values

Core values are the association's essential and enduring tenets—a small set of timeless guiding principles or behavioral characteristics that require no external justification; they have intrinsic value and importance to those inside the program. Core values articulate how we conduct ourselves as we pursue our Core Purpose.

Group 1 Core Values
Group 1 Participants:
Group 1 Core Values:
1.
2.
3.
4.
5.

Group 2 Core Values
Group 2 Participants:
Group 2 Core Values:
1.
2.
3.
4.
5.

Group 3 Core Values
Group 3 Participants:
Group 3 Core Values:
1.
2.
3.
4.
5.

Consensus Core Values
Consensus Core Values:
1.
2.
3.
4.
5.
Envisioned Future
Big Audacious Goal and Vivid Descriptions

Building the envisioned future requires both a Big Audacious Goal, providing an overall description of the intended description of the world as changed by MASSP’s efforts and vivid descriptions of success. The envisioned future needs to be bold, yet believable and reachable, but only as a tough stretch, requiring an immense amount of effort and a good dose of good luck.

Group 1 Envisioned Future
Group 1 Participants:
Group 1 Big Audacious Goal Statement:
Group 1 Vivid Descriptions

Group 2 Envisioned Future
Group 2 Participants:
Group 2 Big Audacious Goal Statement:
Group 2 Vivid Descriptions

Group 3 Envisioned Future
Group 3 Participants:
Group 3 Big Audacious Goal Statement:
Group 3 Vivid Descriptions

Consensus Envisioned Future
Consensus Big Audacious Goal Statement:
Consensus Vivid Descriptions