

## Mission / Vision / Values

- Could they be useful internally/externally?
  - To our ExCo, Management team, and staff as they execute policy?
  - To our Council and Constituent NMAs?
  - To our Individual Associate Members, including junior doctors?
  - To the public?
- Do our existing statements resonate and capture current WMA aspirations?
- What is missing or should be modified?

## Mission Statement

A Brief, Powerful, Inspiring Statement of Purpose

### Goals

- Inform others of our Core Purpose (what we do & for whom)
- Focus and motivate our team
- Guide strategic planning and decisions

### Characteristics

- *Present tense* (not future vision)
- Simple/Clear (8<sup>th</sup> grade reading level)
- Concise (<20 words)
- Useful (unique, not bland, rooted in reality)

## Mission Statement

### Examples

- SAMA (South African Medical Association):
  - To empower doctors to bring health to the nation
- The Nature Conservancy:
  - To conserve the lands and waters on which all life depends
- TED:
  - To spread ideas
- eBay:
  - To provide a global online marketplace where practically anyone can trade practically anything, enabling economic opportunity around the world.

## Mission Statement

### The WMA

The purpose of the WMA is to serve humanity by endeavouring to achieve the highest international standards in Medical Education, Medical Science, Medical Art and Medical Ethics, and Health Care for all people in the world. (WMA Article 2)

#### A Starting Proposal from Leah Wapner:

*"The purpose of the WMA is to bring physicians together to serve patients by advocating the highest international standards in medicine, medical ethics, medical education, medical science, and health care for all people."*