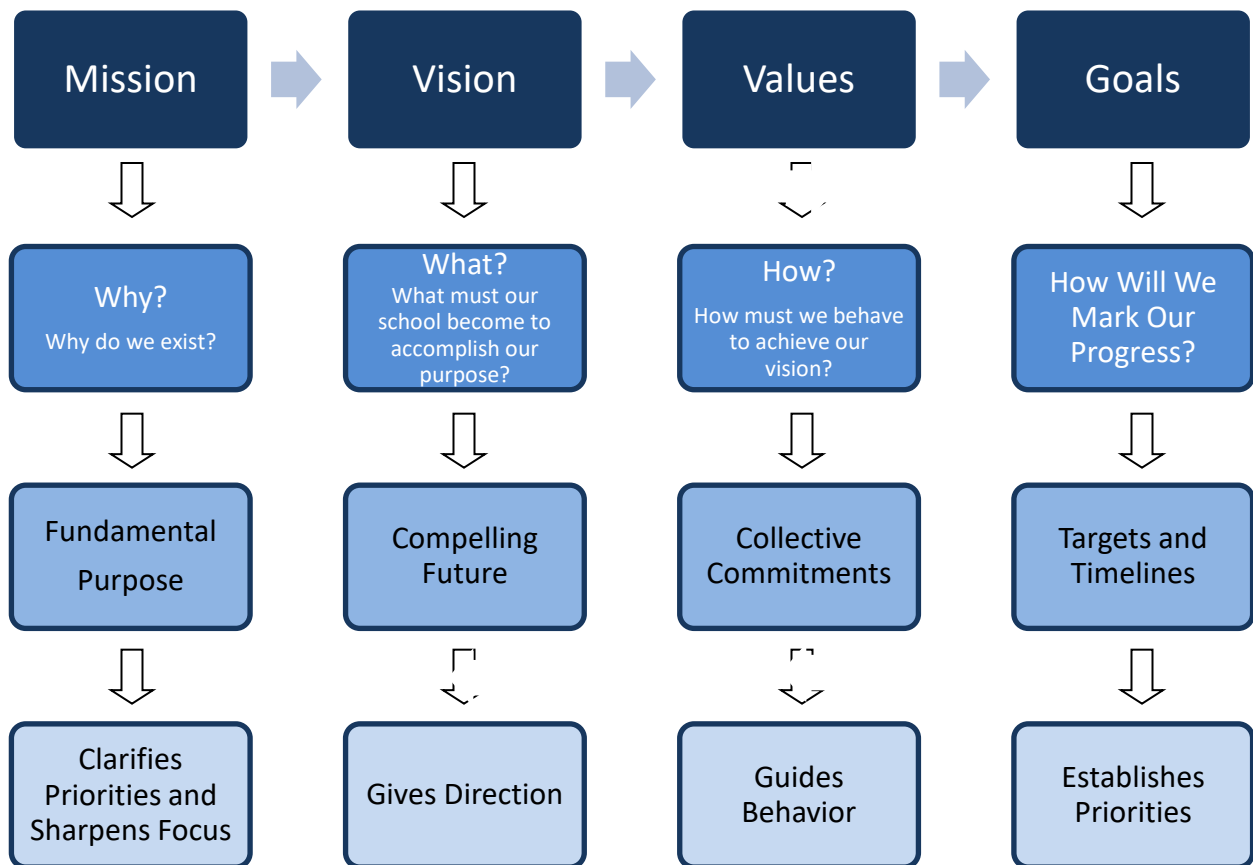


## Common Mission, Vision, Values, and Goals

Great schools “row as one”; they are quite clearly in the same boat, pulling in the same direction in unison. The best schools we visited were tightly aligned communities marked by a palpable sense of common purpose and shared identity among staff – a clear sense of “we.” By contrast, struggling schools feel fractured; there is a sense that people work in the same school but not toward the same goals. (Lickona and Davidson, 2005)



-adapted from Learning by Doing by Richard DuFour



The words of a mission statement are not worth the paper they are written on unless people begin to do differently.