

From: Usher, Harold
Sent: Monday, October 03, 2011 5:58 AM
To: Councillors
Cc: Graham, Kate; Fielding, Jeff; Saunders, Cathy
Subject: Strategic Plan - VISION and MISSION statements

Dear Colleagues,

My years of experience on teams that have created more than 50 effective VISIONS, MISSIONS AND VALUE STATEMENTS, have taught me, as I suspect you, to review the value and worthiness of these statements, especially when you consider the many times they are used and interpreted by so many people in so many different perspectives.

I'm not claiming to be an expert, but I believe I have a good taste for the interpretation of what is and how to put into words what other people feel and want. I have reviewed the **VISION and MISSION statements** being presented to us and feel that they do not adequately reflect how we think and what we strive for and what we are about to be. We have to live with them for them next three years at least.

I hereby submit to you the following **alternate proposed VISION and MISSION statements** for your review, adjustments (if you wish), and ultimately acceptance. I believe this will give us and the community we serve more meaning and satisfaction for the TERM ahead. Please give this some serious thought. Let's work on these together and come up with something we can all live with, work with and be proud to present to our community.

Harold Usher

VISION STATEMENT

London is a livable City, on the move with great opportunities for all, cherishing the past, welcoming the future, building on our infrastructure, and dedicated to being clean, healthy, environmentally friendly, dynamic and diverse, cherishing culture, art and ethnicity, offering adequate services for a good quality of life, best health, education and personal growth opportunities for all, including the needy, youths, adults and seniors; a place where citizens are positively involved in decision making through Boards, Commissions, Advisory Committees and focus groups.

MISSION STATEMENT

The Mission of the City of London is to partner with our community to deliver services, preserve, protect and enhance the quality of life and plan for the present and future generations, providing progressive, professional services, leadership and frugal spending that reflects the need of all those who live, work, play and visit here.