
“Mission Possible”
for the
U.S. Ski and Snowboard Association

***Music
&
Trees***



LTC Eric J. Weis, Ph.D
Eisenhower School for National Security and Resource Strategy

(Theory... one perspective)

The ingredients?

Strategy:
Broad set of functional and organizational decisions (in policy, defined via Ends, Ways, & Means) that define the organizational direction to achieve its vision – creates *unique value, competitive advantage*

ENDS ↑

WAYS ↑

MEANS ↑

Vision:
A clear, concise communication of an imagined or discerned *future state* that captures an organization's direction and defines its destination (mental & verbal)

Mission:
A *reason* for an organization's existence, typically with communicated goals and objectives; answers the question *why* the organization has been established.

Purpose:
Similar to direction; provides a general heading

Goals:
More definable targets and direction designed to achieve the organizational vision (or mission); typically constrained within a time boundary (short-, mid-, long-term goals)

Objectives:
The pre-determined aim(s) which an organization tries to achieve, with clear direction and Specific/Measurable/Achievable/Realistic/Timely (SMART) results

Values:
Explicitly inform internal and external stakeholders the principles upon which the organization conducts business



- 1. Who “owns” the Vision & Mission?***
- 2. Are the Vision & Mission clearly differentiated?***
- 3. Are they credible, realistic, and future oriented?***
- 4. Do they challenge, inspire, and excite the community?***
- 5. Are they “nested” across levels or networks within the organization?***
- 6. Are they easily communicated to a targeted audience?***



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Johann Pachelbel
1653 - 1705

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„Organum“
Reihe III. Kammermusik.

Nr. 24.

„Kanon und Gigue für 3 Violinen mit Generalbaß.

Violine I.

Johann Pachelbel.
(1653-1705.)

Kanon.

Bearbeitet von Max Saiffert.

Sostenuto. (♩ = 66)
p espr.

2
9
13
16
20
22
24
26
31
34

Fr. Kistner & C. F. W. Siegel & Co.

2436R



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Igor Stravinsky

“The Rite of Spring” 1913

Music & Trees



Music & Trees



Igor Stravinsky

“The Rite of Spring” 1913



Challenge

Inspire

Excite



Ownership

From “Buy In” to “Be In” → “Best in the World”

Empowerment & Involvement

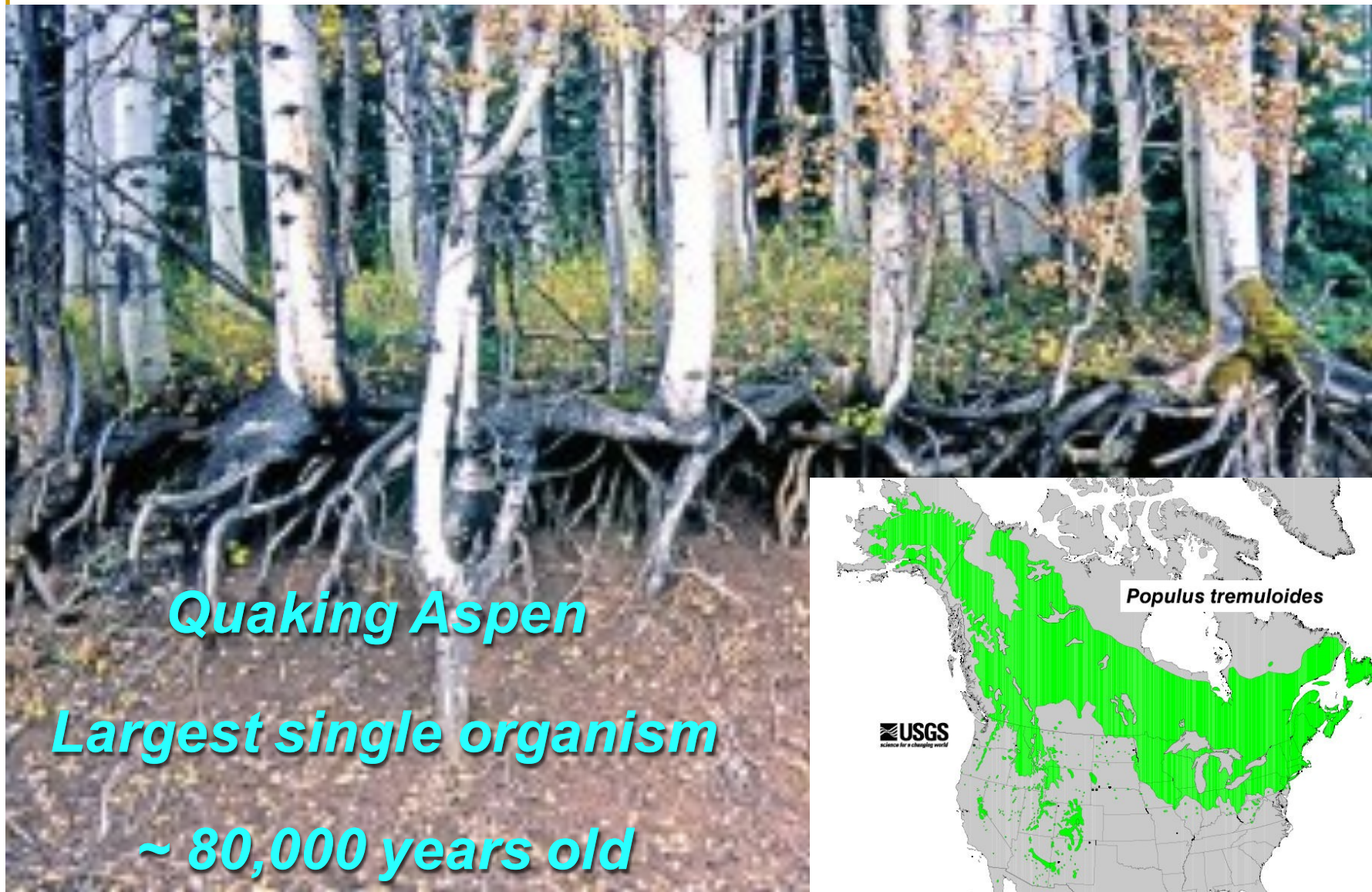
Message Content → Galvanize the Community



Music & Trees



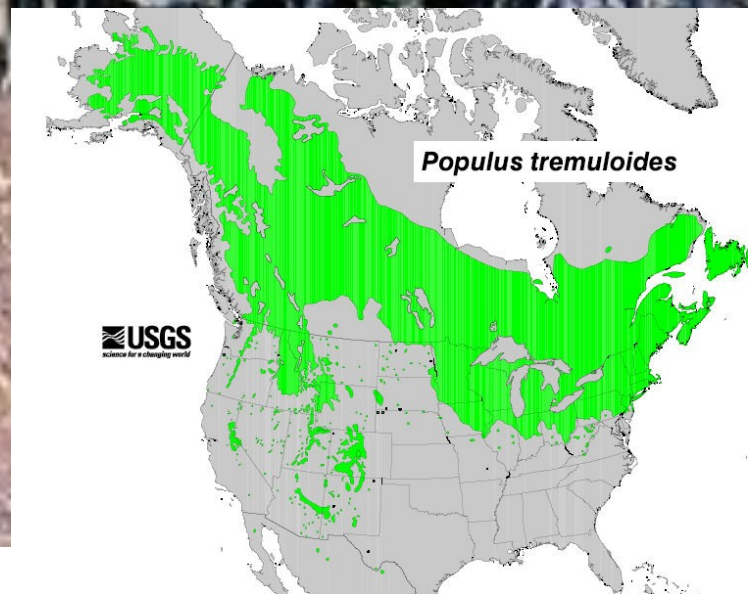
Interdependent & Interconnected



Quaking Aspen

Largest single organism

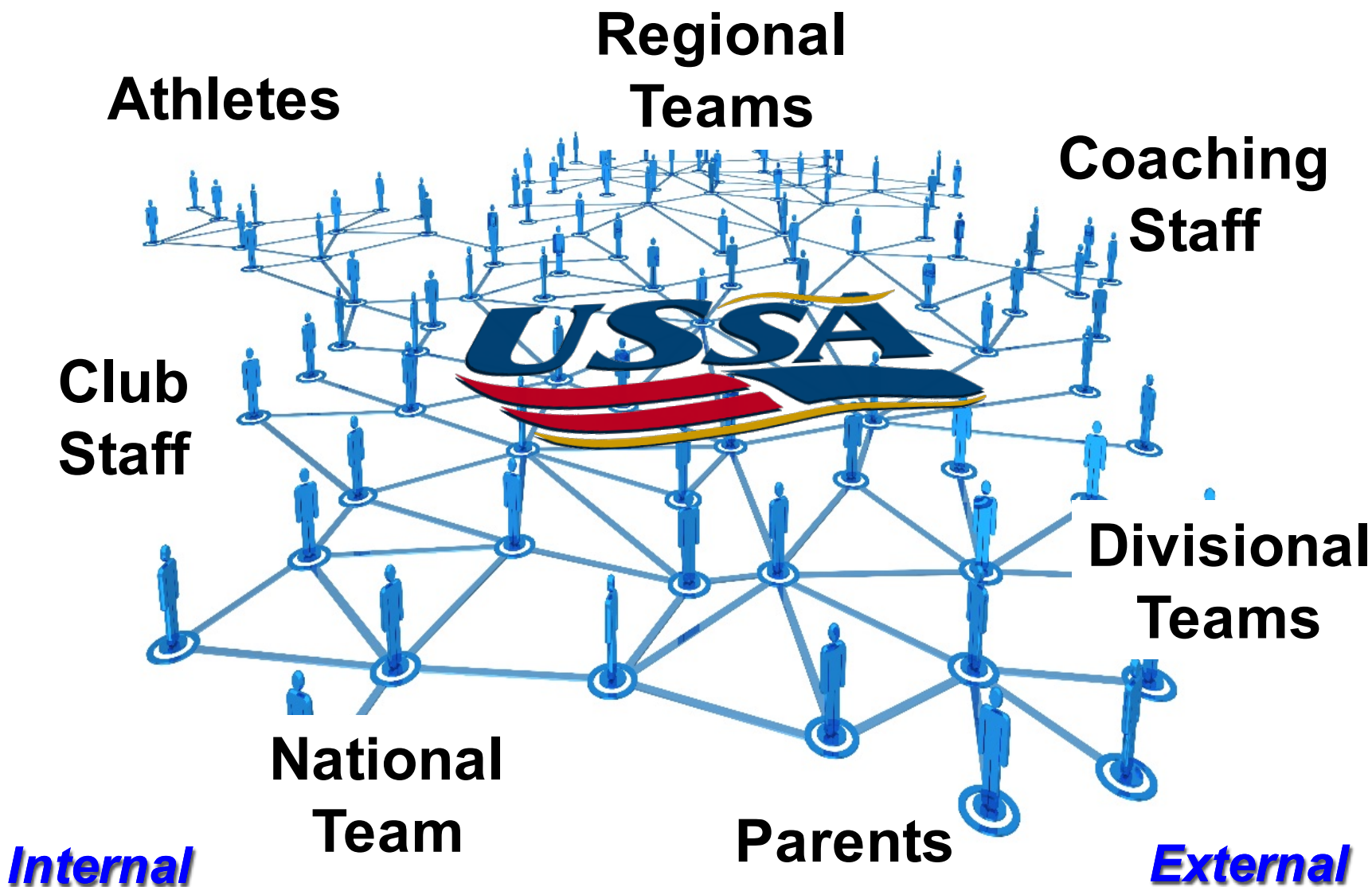
~ 80,000 years old



Inclusion

“Best in the World”

Transparency



Ownership & Communication thru a vibrant **Community**



“Mission Possible”



Vision & Mission

Challenge

Inspire

Excite

Ownership &

Communication

thru a vibrant

Community



*“Be fearless
in the pursuit of what
sets your soul on fire.”*

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<http://sites.google.com/site/eweis375/>