

JA WORLDWIDE™ VISION STATEMENT

Our Core Purpose

- The organization's fundamental reasons for existence (why we exist)
- Not the result of our business, not a goal or a business strategy, but the value we bring to society
- The idealistic motivations, the "soul" of the organization

JA Worldwide™ Core Purpose

To inspire and prepare young people to succeed in a global economy

Our Core Values

- A small set of timeless guiding principles that require no rational or external justification (how we want to conduct our business)
- Fundamental, inviolable beliefs of the organization
- They define what we stand for and what we would hold onto, even if it became a competitive disadvantage

JA Worldwide™ Core Values

- **Belief in the boundless potential of young people**
- **Commitment to the principles of market based economics and entrepreneurship**
- **Passion for what we do and honesty, integrity and excellence in how we do it**
- **Respect for the talents, creativity, perspectives, and backgrounds of all individuals**
- **Belief in the power of partnership and collaboration**
- **Conviction in the educational and motivational impact of relevant, hands-on learning**

JA WORLDWIDE™ VISION STATEMENT

Our Long-range Aspiration

- Should stimulate progress and create excitement (requires stretch and growth on the part of the entire organization)
- Takes 10-30 years of effort to complete, with a 50-70% probability of success
- Thinks beyond the current capabilities of the organization, current environmental trends, forces, and conditions

JA Worldwide™ Long-term Aspiration

To be recognized by businesses, educators and policy makers around the world as the premier organization for inspiring and preparing young people to become successful, contributing members of the global society, and for uniting people of all nations around the common goals of creating jobs, building stable economies, and providing higher standards of living.

Our Descriptive Future

- Vivid description of what we would like JA to look like in the year 2020
- Should paint a mental picture of our future
- Should guide the development of critical success factors, strategies, objectives, and tactics

JA Worldwide™ Descriptive Future

JA Worldwide™ will be the partner of choice for businesses, educators and policymakers around the globe seeking to expand workforce and economic development. We will be widely respected and valued for providing experiences that promote the skills, understandings and perspectives students will need to succeed in a global economy and to become productive contributing members of society.

We will have a reputation for excellence in all that we do:

- **Our annual student reach will grow exponentially as world leaders come to understand that JA uses commerce as a common denominator to**

draw peoples of the world together. We will be viewed as a global solutions provider, building bridges of goodwill and mutual understanding by getting people focused on the common goals of creating jobs, building stable economies and providing higher standards of living.

- **Our programs will take education beyond the fundamentals of reading, writing, science and mathematics. They will challenge students to think about and use these fundamentals in practical, ethical ways, relating them to real-life situations and providing opportunity to apply them in challenging, hands-on, experiential learning activities. Students from around the globe will be connected through annual JA student conferences intended to stimulate competition, heighten learning and build bonds of common experience and understanding among future generations of global business, civic, and political leaders.**

- **Our volunteer ranks will swell to keep pace with our growth, and JA will be viewed as the “volunteer opportunity of choice.” No student learning opportunity will go unmet due to a lack of well-trained, well-prepared volunteers. JA will be the vehicle through which business volunteers can give back to their communities and share their own experiences to help prepare the world’s youth for future achievement and success.**

- **Our boards will be composed of successful, experienced business and education leaders who are engaged and excited about positively impacting young people. They will be passionate advocates for JA’s purpose, providing both personal and organizational leadership and support. Participation on a JA Board will be sought after and recognized as a meaningful and prestigious opportunity due to the caliber of individuals who choose to associate with our organization.**

- **Our financial position will be strong. Funders will seek us out and be enthusiastic in their support. They will view their association and investments with JA as mutually beneficial, visible, demonstrations of their social conscience and good business sense. Long-lasting relationships with individuals, philanthropic institutions, businesses and government, will provide for continual operational stability and sustainable growth.**

- **Our brand will be recognized, understood and appreciated globally, as THE education and youth development organization that truly makes a difference around the world. We will be singly united around the common purpose of inspiring and preparing young people to succeed in a global economy.**

- **Our people will be benchmarks for professionalism. They will be knowledgeable, effective and well-trained in management and leadership practices. We will continually invest in their development and growth to constantly improve the human factor of our organization and to develop a pool of talented individuals ready to take on greater responsibilities. Our workforce will be characterized by passion, teamwork, diversity, camaraderie, and a**

focus on the common good of the organization, and Junior Achievement will be considered “a best place to work” among non-profit organizations.

- **Our operations and systems will demonstrate a level of effectiveness unparalleled by any other youth-serving organization in the world. Our ability to share information, track key performance measures, recognize and capitalize on efficiencies, coordinate and leverage resources, and communicate across the globe will be the envy of others in our sector.**
 - **Our governance structure will be united but decentralized, with the needs of both our local offices and global organization (Regional Operating Centers + Headquarters) simultaneously served. Aligned and united around a common global mission, local boards will be able to drive strategies, objectives and tactics that are appropriate and responsive to the needs of their local communities and promote our single, global brand.**
 - **Our alumni will have a genuine zeal and excitement for JA and their affinity for the organization will allow us to create bonds across cultural boundaries and establish a core of worldwide citizens who will want to actively support, fund, volunteer and otherwise continue JA Worldwide’s important mission for generations to come.**
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