

# Strategic Communications Playbook

Guidance for Alignment with Mission, Vision, and Values



Below are some questions you can use to ensure your sustainability efforts align with your organization's mission, vision, and values. This exercise will help you frame your work in a way that resonates with leadership and reinforces your alignment with organizational priorities. Taking this step helps demonstrate the value of your efforts and integrates them into the core business strategy.



Once you've answered these questions, review your responses with key internal stakeholders. Their input can help validate your approach and uncover areas for alignment or improvement.

Use this feedback to identify where to focus your efforts and strengthen the integration of sustainability into your organization's core strategy.

- **How do our sustainability goals** support our core purpose as an organization?
- **Are we addressing** the environmental, social, and economic issues that are most relevant to our mission?
- **How will our sustainability efforts** help move us closer to our long-term goals?
- **Do our sustainability practices** reflect the values we promote internally and externally?
- **How do our sustainability strategies** position us as leaders in our field or industry, both now and in the future?