

LEADERSHIP TRAINING BULLETIN 96-06

GWRRA MISSION - VISION - CORE VALUES

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INTRODUCTION

In today's rapidly changing world, organizations must adapt to survive let alone be successful at what they do. However, this seemingly constant change creates a new set of challenges. How does one change to keep pace yet retain the essence of why they exist and what they are about. Organizations, like people need "landmarks" to navigate their way through the world. These landmarks, for organizations such as GWRRA, are found in their mission -- why they exist; their vision -- how they think they should be; and, their core values -- the rules by which they make decisions.

Given these landmarks, organizations can adapt how they choose to accomplish their goals while the goals themselves do not change. It is true that goals and vision may be changed, but those changes are much less frequent and are made based on well thought out rationale. Goals and Vision, in effect provide the coordinates that we follow to maintain our course and direction.

For these reasons the Gold Wing Road Riders Association, like every other highly successful organization of the day, has established its landmarks for navigating through a constant sea of change. The GWRRA Mission statement, Vision statement, and Value set as published For these reasons the Gold Wing Road Riders Association, like every other successful below, are adopted and recommended as the guidance system for all leaders in the Association.

THE GOLD WING ROAD RIDERS ASSOCIATION

MISSION STATEMENT

Established in 1977, the Gold Wing Road Riders Association provides an atmosphere for FUN, SAFETY, and KNOWLEDGE to Gold Wing and Valkyrie motorcycle owners.

It is our mission to be a Member orientated Association that provides superior Member services and quality Member benefits.

OUR VISION

The Gold Wing Road Riders Association (GWRRA) is a leader of associational organizations and is respected by its Members as well as it's competitors and the communities which it operates within.

GWRRA strives to offer the highest quality service to its Members.

GWRRA is family oriented non-religious non-political association comprised of owners of Honda Gold Wing and Valkyrie Motorcycles as well as non-Gold Wing owners, our Associate Members.

GWRRA's Divisions work harmoniously as a team to increase our membership base by creating an atmosphere that provides fun, promotes safety, heightens knowledge, and by offering a full range of services and benefits for it's Members.

GWRRA provides a culture which fosters Members with shared values, team concepts and camaraderie. This culture also provides its Members with opportunities for personal development and achievement.

THE GOLD WING ROAD RIDERS ASSOCIATION

OUR CORE VALUES

- EXCELLENCE*** - Our quest for excellence includes an abiding pride in our Association.
- CHARACTER*** - Honesty, integrity and commitment are the key elements in developing trust and respect within our Association.
- FOCUS*** - Our focus is to meet the needs of our Members and provide leadership through our officers and staff.
- ATTITUDE*** - Our officers and staff maintain a positive enthusiastic, and creative attitude in their approach of providing an atmosphere for FUN, SAFETY and KNOWLEDGE.
- FAIRNESS*** - The resolution of any issue should stand the test of “is it fair?”
- COMMUNICATIONS*** - The more we share information and communicate about goals, values, measures and rewards, the more effective we can be as individuals and as Members of the Association.
- TEAMWORK*** - Teamwork is the ability to work together toward a common vision. It is our ability to direct individual accomplishment toward associational objectives. It is the fuel that allows all of us to achieve exceptional results.
- TRAINING*** - Well trained officers and staff will provide improved Member services and create increased position satisfaction.
- QUALITY*** - To be the best we can be and to hold the Members in Highest esteem and respect will guarantee the quality of Our association.