



# MISSION – VISION - VALUES

A MANIFESTO



MOUNTAIN VIEW FIRE PROTECTION DISTRICT | [INFO@MVFPD.ORG](mailto:INFO@MVFPD.ORG)



# INTRODUCTION

Dinesh Paliwal once stated, “Collaboration is a key part of the success of any organization, executed through a clearly defined vision and mission and based on transparency and constant communication.”

Mountain View believes that collaboration is a key aspect in guaranteeing excellent customer service, as is having a clear mission and a thoughtful vision for the future. In pursuit of these beliefs, Mountain View created a collaborative process to shape the mission, vision, and values of the Mountain View and Rocky Mountain organizations. A committee was convened of people from both organizations and the committee worked to blend the two organizations’ missions, visions, and values. The ultimate goal? Create a foundation for decision making and a guide to lead the new organization into the future.

In the following pages are statements declaring Mountain View’s intentions and motives of our cultural framework on which we base expectations of behavior, performance, and leadership. This is our manifesto...

# MISSION

To preserve and protect our community from all hazards through exceptional preparedness, prevention, education, and emergency response.

# VISION

To establish the standard of excellence: by being customer-centric, inspiring a high-performance environment, being driven by innovation, and being proud of our organization.





# VALUES



## Trust

- We are honest and transparent
- We are loyal, responsive, and compassionate
- We have the courage to act

## TRUST

### **We are honest and transparent -**

Honesty and transparency are the absolute pillars of trust. Being honest and transparent with everything leads to trust on every level and everyone must live these values every day as this is the foundation upon which all else is built. We strive to create a positive organizational culture through honesty and transparency and seek to identify the problem, not assign blame. We then focus on determining an effective solution.

### **We are loyal, responsive, and compassionate -**

We are loyal, responsive, and compassionate to our community. Community is why we are here, and we hold nothing above customer service to those in our community be that internal or external. Additionally, being responsive and compassionate, never assuming the worst of people, being loyal to the organization, each other, and ourselves will create the bedrock upon which we are able to have courageous conversations, hold each other to a higher standard, and ultimately create the culture and organization we desire. An organization that is focused on providing the absolute best customer service.

### **We have the courage to act -**

We have a culture of empowerment whereby everyone is encouraged to act. Having trust means we believe in everyone's ability to be the consummate professional and act with the highest standards of honor and accountability. Having the courage to act must reside not only at the individual level but as a total organization. We encourage ourselves to be bold and act shrewdly.



## Teamwork

- We respect each other and communicate effectively
- We are stronger through diversity
- We are adaptable, flexible, resilient

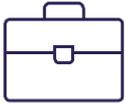
## TEAMWORK

### **We respect each other and communicate effectively -**

Respect and effective communication are hallmarks of a high-performance team. We value and hold people accountable to the tenets of respect and effective communication. Effective communication is the cornerstone of building a great culture. Having the courage to initiate difficult conversations when necessary and conduct them with professionalism both up and down the chain of command is a must.

### **We are stronger through diversity -**

We value the concept of diversity. Diversity has an expansive meaning and not a singular focus. We welcome all individuals and respect the various experiences they bring into the organization. We embrace diversity of thought, experiences, people, ideas, etc. We want to avoid thinking, working, and acting in silos and be open to new ideas, outside influences, and constructs. Whether it's across stations, shifts, or divisions, we are better when diversity is valued.



## Professionalism

- We are dedicated to our craft and enhance our abilities through continued training, development, and education.
- We use collaborative input for decision-making.
- We are accountable for our actions.



### **We are adaptable, flexible, resilient -**

As a team, being adaptable, flexible, and resilient provides the opportunity to explore new ideas and test them. Knowing that some will work, and some will not, but having the ability and willingness to try is important and leads to growth and breakthroughs at all levels. Resiliency is the key to grit and having not only individuals, but a whole organization that is resilient is what lets us take advantage of opportunities that otherwise would not exist.

## **PROFESSIONALISM**

### **We are dedicated to our craft and enhance our abilities through continued training, development, and education -**

Being a true professional requires that we master our craft. To be clear, mastery of craft isn't solely about performing the skills of our trade but includes everything else we do. We recognize that mastery of craft isn't about rank. Experts exist in our organization at all levels and we value this idea and trust them with leadership that highlight their mastery. True mastery includes being a good communicator, having accountability for our actions, holding others accountable so that a higher standard can be set, and always setting the bar for duty and honor. We endeavor to continually have the highest ethics and morals, which are described as character and standards of behavior, to which we hold each other accountable.

### **We use collaborative input for decision-making -**

We are better together. Decisions made in a vacuum are often less productive and can create feelings of mistrust. We acknowledge that in any organization not all decisions can be collaborative all the time; however, we will strive to make every decision possible based on trust and collaboration. We are a higher performing team when the tenets of knowledge sharing are adhered to and we will strive to achieve this in every way imaginable. The creation of the concepts of a just culture will be central to our success and everyone should have a voice in the decisions that will influence their lives. Finally, we strive to be proactive in our decision making and not reactive. Being professional and collaborative will push us into more forward leaning decision making and better position us for any opportunities that might arise.

### **We are accountable for our actions -**

Accountability is the base upon which our culture is built. We value feedback and our teammates, at any level, will hold each other accountable so that we can continually improve. We will hold each other, and the organization, accountable in everything we do. By agreeing to this set of values, we create the framework for accountability. We want people to use these values to create a culture, and organization, that is the standard to which others aspire; and it starts with accountability.



# SUMMARY

**Establish the standard of excellence in how we preserve and protect our communities.**

Our mission embodies the timeless tradition of protecting and serving our communities through everything we do. By being prepared and educated, we stand ready to respond and serve the communities that we protect. Through actions, programs, and integration with our communities, the organization provides industry leading customer service.

Our organization's vision encompasses being customer-centric, inspiring a high-performance environment, being driven by innovation, and being proud of our organization. This results in the concept of setting the standard of excellence. We at Mountain View seek to set the standard in all that we do with the goal of delivering unsurpassed customer service. This includes internal and external customers. We are always looking to do more and take pride in having the ability to serve everyone.

Our values define how our mission and vision will be carried out through trust, teamwork, and professionalism. We will create an industry leading culture. By having the courage to act while being honest, transparent, and responsive, we can create a place where everyone is valued and has the ability to contribute to their future and service they provide. With empowerment comes accountability. By holding ourselves accountable for our own actions, we elevate each other and establish a standard of excellence that is an example for others to follow.