

# Leading with Purpose: Mission-Driven Decision-Making

2025/2026 Webinar Series  
October 14, 2025

## **Presented by:**

Angela L. Irwin, Owner  
AirWin Educational Services, LLC





# Session Overview

- ❖ Why mission matters
- ❖ Revisiting and realigning mission
- ❖ Recognizing and addressing mission drift
- ❖ Takeaways

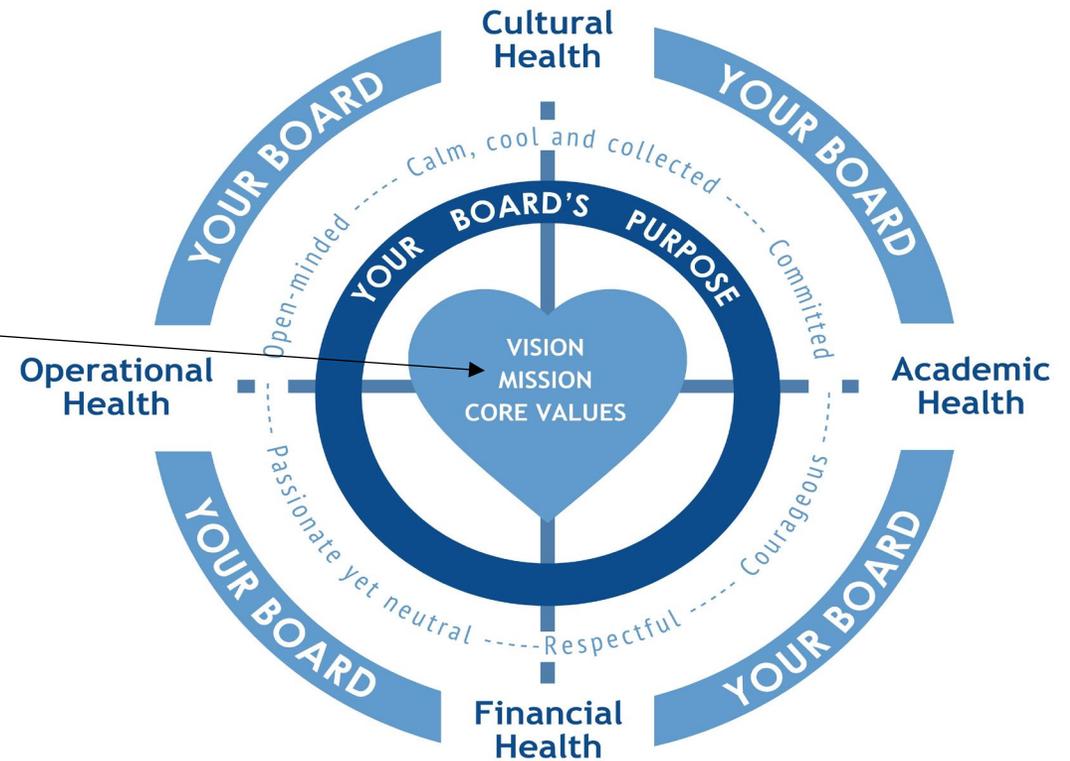
# Why Mission Matters

- ✓ Anchors board priorities and decisions
- ✓ Builds stakeholder trust
- ✓ Represents “your why”

Definitions:

Mission = Purpose and reason for being

Vision = Desired future state



# Revisiting Mission and Vision

- Revisit during annual retreat or strategic planning cycle
- Keep vision and mission “front and center” during board meetings
- Ensure entire school community knows and lives the mission (and vision)

*For every proposed board decision, thought question: “How does this decision align with our mission?”*

Signature School: Consistently ranked as the nation’s top charter high school by U.S. News and World Report!

*The mission of the Signature School is to meet the needs of self-motivated learners in a progressive environment driven by global concerns. We emphasize rigor and excellence in academics, the arts, integrated technologies and community service.*

# Aligning Governance with Mission

How to align governance and mission

...

Embed mission in:

- Policies
- Budget decisions
- Program approval/review
- Board evaluations
- Management evaluations

*Thought Question: What tools do we use to ensure mission-alignment and mission-focused practices?*

# Recognizing Mission Drift

Signs of mission drift:

- ❖ Program choices inconsistent with mission
- ❖ Budget not funding mission priorities
- ❖ Partnerships are diluting mission focus

*Thought Question: Where might drift appear in your board/school?*

*“Mission Drift is the natural course for organizations, and it takes focused attention to safeguard against it.”*

Peter Greer and Chris Horst  
Center for Congressional Health

# Course-Correction Strategies

- ✓ Policy review for alignment
- ✓ Board retreats solely focused on mission
- ✓ Data-based reflection

*Thought Question: Do our stakeholders know and understand our mission? Are we modeling mission-focused leadership?*



# Applying Mission-Driven Strategies

- 1. Embed Mission Alignment in Every Decision Process***
- 2. Integrate Mission Metrics into Board Dashboards and Evaluations***
- 3. Use Annual Retreats for Mission Reflection and Renewal***

# Key Takeaways

- 1. Mission is the foundation of governance***
- 2. Alignment ensures consistent, student-centered decisions***
- 3. Drift can be addressed with intentional, transparent actions***

*Purpose is the reason you journey; passion is the fire that lights the way.*

# THANK YOU!



AirWin Educational Services LLC

4521 Henry Drive  
Beaverton, MI 48612

989.239.7555

**ANGELA@AIRWINLLC.COM**

