

Name

Date



MISSION *FOCUS ON THE PRESENT*

- What do we do?
- Who do we serve?
- What promises do we make?
- What value do we deliver?
- What makes us unique?



OUR MISSION IS:



VISION *FOCUS ON THE FUTURE*

- What problems do we seek to solve and why?
- Why do we believe we have the solution?
- What changes do we believe we can make?
- What are our greatest strengths?
- What is our dream for our organization?
- Where will we be in 5 years?



OUR VISION IS:



VALUES *WHO ARE WE AND WHAT DO WE STAND FOR?*

- What is important to us – as a business and as humans?
- What do we want to be known for?
- How do we want to treat people?
- What are required qualities of team members?
- What do our customers think when they hear our company's name?
- What will guide us when facing difficult situations and decisions?



OUR CORE VALUES ARE:

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