



Mission + Vision Worksheet

All business owners know what products or services they offer; some even know exactly how they deliver those products or services, but only the successful ones know **why**...

A vision (your why) describes your long-term main objective for your company -- based on your core values. A mission (your how) states the driving purpose for your organization that will serve as a roadmap for accomplishing your visionary objective.

What are your core values?

Core values provide a sense of identity for your organization that can be leveraged in the face of change or when difficult decisions must be made. Core values shape the culture and character of your business -- serving as a model for your employees' behavior.

Identify the values that are important to your leadership team, those that are important when selecting employees, and those necessary to realize your mission.

What is your current vision statement?

What is your current mission statement?

Mission & Vision Brainstorm

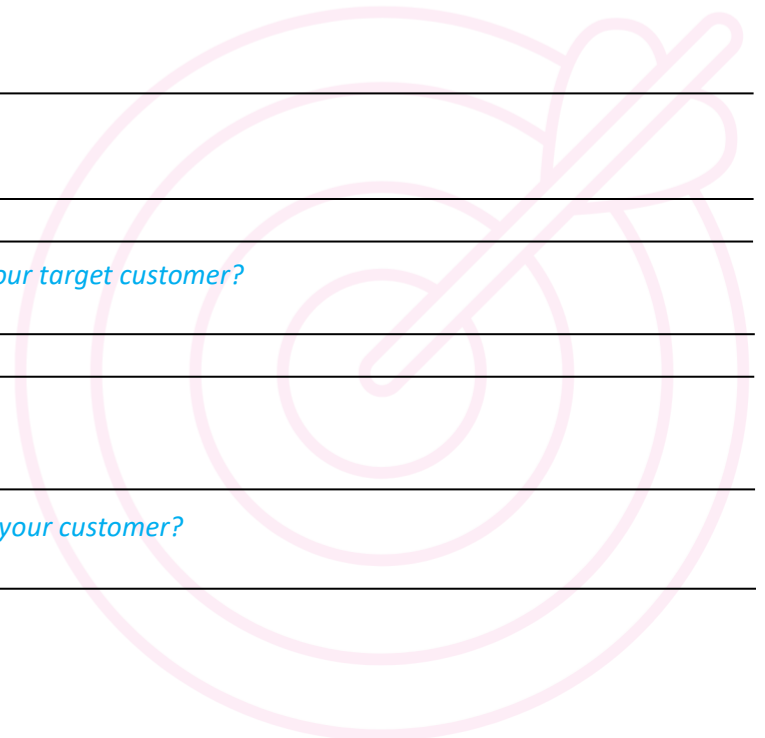
1. What is the name of your company?

2. Why does your company exist?

3. What problem does your company endeavor to solve for your target customer?

4. What is your company's main product or service?

5. What purpose does your main product or service serve for your customer?



6. Describe your company's typical day – what major activities are you engaging in?

7. Who is your ideal customer?

8. What would the world be like without the problem you are solving for your customer?

9. What measurable goals will your company achieve in the next 3-5 years?

10. What measurable goals will your company achieve in its next 100 years?

Using your responses for questions 1, 2, 3, 7, 8, and 10, answer the following questions to form your inspiring, memorable vision statement:

Without revealing how, what long-term visionary objective are we working to accomplish in the next 100 years?

Rewrite your response in less than 140 characters to form your final **vision statement**:

Using your responses for questions 1, 3, 4, 5, 6, 7, and 9, fill in the blanks to declare your mission statement:

To

contribution = (verb that represents your vision) + (combined response to #2 and #3)

so that

can

#7

impact

mission statement