



During this session we will spend time learning more about these two important statements and also spend time drafting your own vision and mission statements for your business. This is preferably done in a workshop setting and will include your entire team.

MISSION

Your mission statement describes what the business is going to do and why it's going to do it. Your mission statement should inspire you to action. Articulates the company's purpose both for those in the organization and for the public. Why do we exist????

VISION

Your vision statement should inspire people to dream. It is typically a short statement that articulates the beliefs and governing principles of your business. Picture of the company in the future.....where do we aspire to go?????

GUIDING PRINCIPLES (Internal & External)

Internal compass, our core beliefs upon which our actions are based???