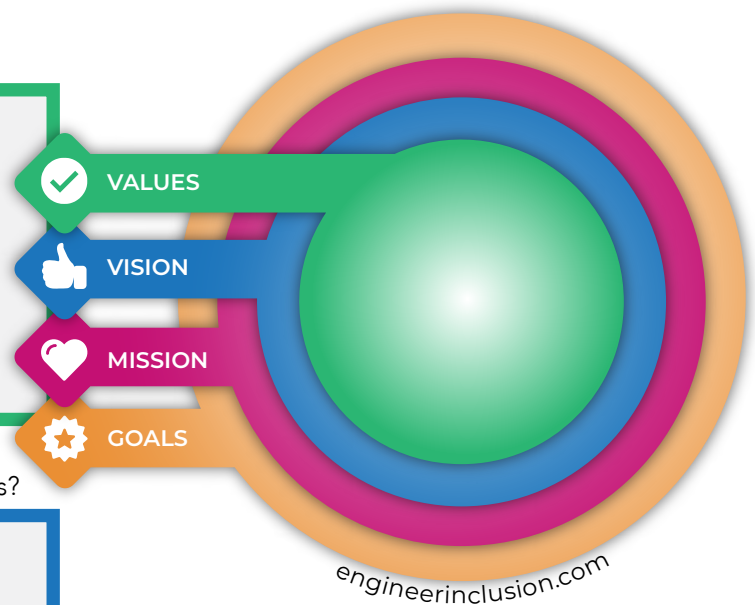


Crafting Vision, Mission, & Values Statements

Vision, mission and values establish a focus for organizations, businesses, or for individuals.

VALUES: What do we care most about?



VISION: What is the resulting future that drives us?

GOALS: What are our desired outcomes?

MISSION: Why do we exist? How do we serve our vision?

CRAFTING YOUR STATEMENTS

Your values, vision, and mission should be concise and precise statements. Wordsmithing is valuable in the process of adapting your brainstorming exercise into defining declarations. Since these statements are generally shared publicly, jargon-free word choice is best. Your values may be a series of three to five bulleted sentences, and vision and mission should be one sentence each. Use our [SMARTIE goal sheet](#) ↗ for fine tuning your outcomes.

Values

Vision

Mission