
Vision & Mission

"Most businesses like most people today lack a clear vision for their company (and products). I can count on one hand the number of my clients who have been able to answer the question of 'What are your goals?' without stuttering or pausing in confusion."

- Dr. Leif Smith, *How to Make Sure Your Business Will Fail*

"Momentum comes from a clear vision of what the corporation ought to be from a well thought out strategy to achieve that vision, and from carefully conceived and communicated directions and plans which enable everyone to participate and be publicly accountable in achieving those plans."

- Max DePree, *Leadership is an Art*

"Until thought is linked with purpose, there is no intelligent accomplishment."

- James Allen, *As A Man Thinketh*

"Greatness is not a function of circumstance. Greatness, it turns out, is largely a matter of conscious choice"

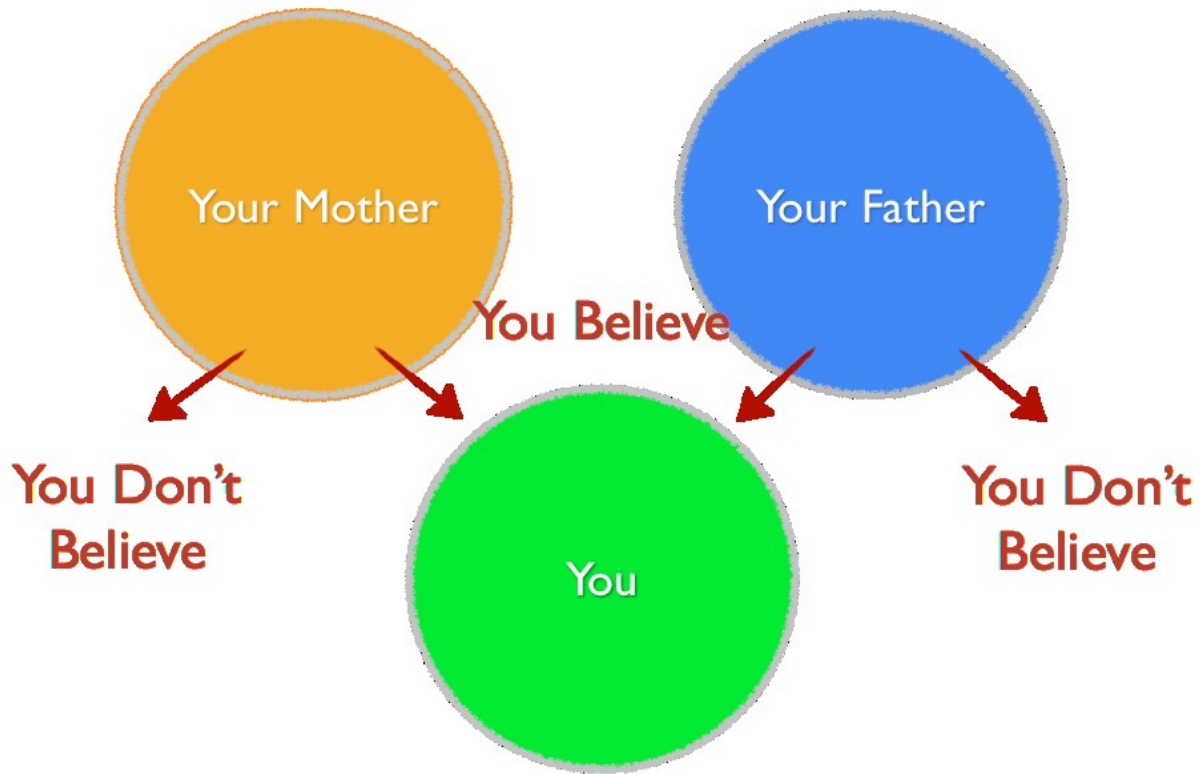
- Jim Collins, *Good to Great*

"We are here to fulfill a purpose. It is up to us to find out what that purpose is. Once we know our purpose then the knowledge of one's purpose leads to the insight that we are true potentiality."

-Deepak Chopra, MD, *Creating Affluence*



Your Core Values



Your Mother's Values	
Believe (agree)	
Don't Believe (rebel against)	

Your Father's Values	
Believe (agree)	
Don't Believe (rebel against)	

Your Values	
Believe (agree)	
Don't Believe (rebel against)	

Core Values

Look through this list and identify your top 5 Core Values, or, add your own!

Achievement	Happiness	Productivity
Adventure	Health	Relationships
Approval	Helping others	Relaxing
Aesthetics	Honesty	Respect
Authenticity	Humor	Results
Autonomy	Independence	Risk taking
Balance	Ingenuity	Romance / love
Change	Integrity	Routine
Community	Intelligence	Security
Compassion	Justice	Service / helping others
Connection	Kindness	Spirituality
Creativity	Leadership	Status
Education	Loyalty	Success
Efficiency	Money	Teaching
Fame	Making a difference	Teamwork
Family	Passion	Tolerance
Freedom	Peace	Travel
Fun	Personal growth	Trust
Giving / Generosity	Power	Winning



Vision

Your vision is a look ahead at where you want to go. You need to keep in mind your client base, and how you will continue to grow. Brainstorm on the following topics to gather words that you like and complete your company vision below.

Words that describe me:

Words that describe my business

Action words involved in my industry

Where I want my company to go in five years

New Vision Statement



Mission

Your mission is the purpose that drives your company. You need to keep in mind how you want to reach your ideal clients and how to best present that in a product or service representative of your personal mission. Brainstorm on the following topics to gather words that you like and complete your new company mission statement below.

Describe what your business stands for; list your core values

Who do you want to help? Who are your ideal clients?

What do you want them to achieve?

What are you committed to?

New Mission Statement



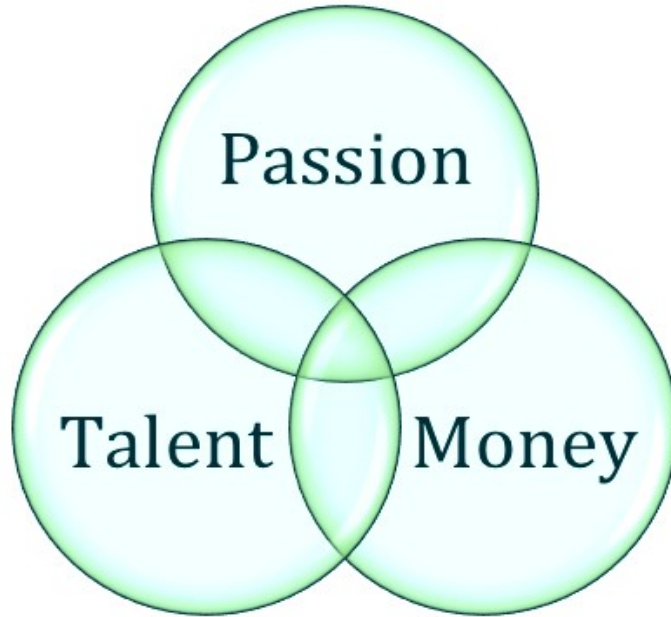
Company Commitments

Your vision and mission are only as good as what you are committed to. Some ideas to keep in mind when writing your commitments are: product or service quality, delivery, work environment, company values, client / customer experience, client / customer values, ideal customers, customer end state, timeliness, employee culture, productivity and work flow. Write your company commitments below.

At (company name) _____ we are fully committed to:



My Best In The World Idea



What are you most passionate about?

What talents are unique to you?

How can you earn money with your talents and passions?

Your "Best in the World" statement: (I want to be Best in the World at...)
