

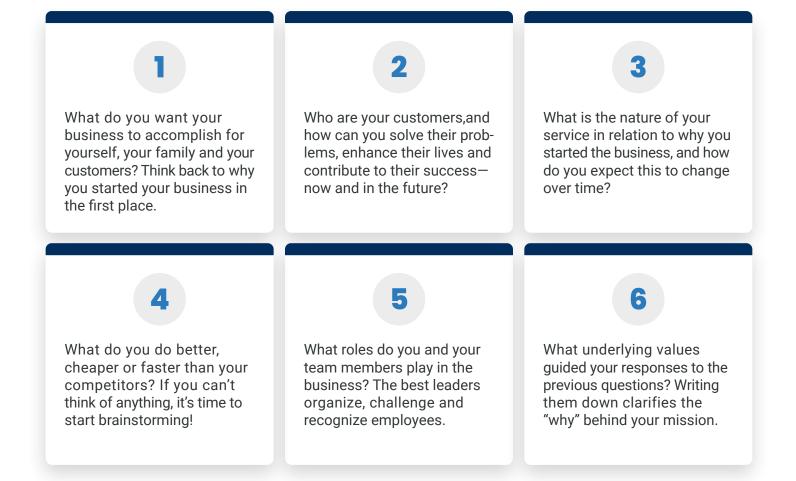


Mission vs Vision: Know the Difference

Remove the clutter. Get your vision and mission clear.

Your mission describes the purpose and day-to-day effort of your organization, while your vision describes your ultimate goal or future outcome. The two work in tandem: A vision expresses what you ultimately want to achieve and a mission articulates what you'll do to get there.

Reflect on these six questions, and then use the worksheets provided to help you begin crafting your vision and mission.



LET'S GET TO WORK

Fill in the Vision and Mission Worksheets and start to gain a deep understanding of your business landscape.

Narrow Down Your Vision		
Company Name:		
Date Founded:		
Current Vision:		
How do you want your customers and prospects		
to view your business?		
What are you doing to		
move in that direction?		
What can you realistically achieve?		
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Choose three words or phrases that depict the type of business and end-goals you want:	1 2 3
Draw or insert a picture that represents a vision for the business:	
Who are your clients and customers, and what are their needs?	
How do you work? Define time, quality and other process aspirations.	
What are the five core values that define how you run the business?	1 2 3 4 5

What are three areas that make your business stand out from the competition?	1 2 3
What are your 10-year goals? These can be financial, operational, or any other growth metric. Ex. Number of customers, number of locations, employee growth, revenue growth.	1

