

Mission, Vision and Values



A business's mission, vision and values are different from one another but each plays an important role in clarifying goals, future direction and behaviours. A business's mission, vision and values offer a kind of 'road map' for the team and articulate the business's **value** for external stakeholders and customers.

It might seem easy to clarify statements for an organisational mission, vision and values, but it isn't. It takes time, different perspectives, and a willingness to question and 'test' these statements – before deciding if they truly capture the organisation's essence.

MISSION

A business's purpose and primary objectives

Make it specific, short, focused and memorable

It should relate to what your company wants to be remembered for

VISION

A business's future ambitions and how it will impact others

Use future tense to define your vision

It should represent your end goal or what you want your organisation to achieve

VALUES

A business's attitudes and desired behaviours

Your values need to be actionable

They need to reflect your organisation's identity and what you stand for

Now it's time to sit down and think about the mission, vision and values of your organisation. Write them below. Then, write a reflection on how you personally bring these mission, vision and values to life through the way you work, your contribution and the relationships you build.

MISSION

VISION

VALUES