

- Be clear and simple
- Avoid elaborate language
- Easily explained to others
- Do not confuse with a vision statement
- Be recognizably yours

MISSION STATEMENT WORKSHEET

1

**Why do we exist?
What makes us different?**

2

What do we do now?

3

For whom do we do it?

4

What is the benefit?

5

Which goals do we have?

6

**How will we get where we
want to be?**

VISION STATEMENT WORKSHEET

- Focus on long-term goals
- Is inspiring
- Connects with customers on issues they care about
- Describes what you want the world to look like or how you'd like to affect a certain group of people as a result of your mission

1

Where do you see your company in 10+ years?

2

What realistic goals do you think your business can achieve in this time?

3

What aspirations keep your business going?

4

What obstacles do you see stopping your from reaching your goals?

5

Describe what achieving your vision looks and feels like?

6

What is your desired end-goal?

Your core values are your organization's DNA, and they help you differentiate your business from the competition. You can't make any important decisions without keeping them in mind.

CORE VALUES LIST

Accountability	Gratitude	Responsibility
Adaptability	Growth	Results-driven
Ambition	Hard work	Risk-taking
Attention to detail	Honesty	Safety
Balance	Humility	Self-awareness
Boldness	Innovation	Self-discipline
Candor	Integrity	Self-improvement
Change	Intelligence	Self-motivation
Clarity	Intensity	Service
Collaboration	Intuition	Simplicity
Commitment	Involvement	Speed
Community	Leadership	Stability
Competence	Learning	Stewardship
Confidentiality	Loyalty	Strategic thinking
Continuous improvement	Mindfulness	Strength
Cooperation	Mission-driven	Teamwork
Creativity	Open-mindedness	Tenacity
Customer focus	Optimism	Thoroughness
Decisiveness	Ownership	Timeliness
Dependability	Passion	Trust
Discipline	Perseverance	Understanding
Diversity	Persistence	Unity
Drive	Personal growth	Urgency
Efficiency	Personal responsibility	Vision
Empathy	Positivity	Willingness to learn
Empowerment	Precision	Willingness to take risks
Entrepreneurship	Professionalism	Wisdom
Ethics	Quality	Work ethic
Excellence	Rapport	World-class service
Experimentation	Rationality	Zeal
Fairness	Realism	
Flexibility	Recognition	
Focus	Reliability	
Freedom	Resourcefulness	
Fun	Respect	