

MISSION

// How you're going to get to the Vision.

// Ask yourself

// What do we do?

// How do we do it?

// Why do we do it?

// Who do we do it for?

// VALUES

// What does your business stand for?

// Choose around 5 words that describe the Values of your business.

Then if you feel it applies, create a short statement for each one. Write them in a document and print them out. Keep them up in your work area.

Examples

Authentic	Security	Positive
Fun	Pure	Loyal
Bold	Family	Passionate
Luxurious	Reliable	Sexy
Natural	Glamorous	Simplicity
Dynamic	Beautiful	Quality
Ethical	Integrity	