

## Our Mission

**Mission** is what you want to achieve by starting the business. This must be reexamined and refreshed periodically if an organization is to remain dynamic.

Mission statements describe the overall purpose of an organization: what you do, who you do it for, and how and why you do it. It sets boundaries on the organization's current activities. Reviewing the mission gets an organization back to basics. The essential activity of determining whom you serve can be a wake-up call for organizations that have started to skew their activities to meet the needs other stakeholders (such as their funders or lobby targets) and not their actual clients.

## Our Vision

**Vision** is what keeps us moving forward, even against discouraging odds. For example, a business may envision a community where every person has access to their product. Vision is the most powerful motivator in an organization. If it's vivid and meaningful enough, people can do astounding things to bring it to realization.

A vision statement describes an ideal future. It answers the question, "what impact do we want to have on society?" The vision of a business conveys a larger sense of organizational purpose, so that employees see themselves as "building a cathedral" rather than "laying stones."

## Our Values / Guiding Principles

**Values** are clear in everything you do, it's how you operate. Articulating values provides everyone with guiding lights, ways of choosing among competing priorities, and guidelines about how people will work together.

A values statement reflects the core ideology of an organization, the deeply held values that do not change over time. It answers the question, "how do we carry out our mission?" Values are what your organization lives, breathes and reflects in all its activities.

## Our Benefit / Value Proposition to the Marketplace

What is your unique value and differentiator and how do you convey this message to customers?

## Our Goals – Sample Ideas

A.	Profitability	
B.	Cultural Excellence	
C.	Expand Products & Services Offerings	
D.	Brand Integrity & Value	

### Our Goals

### Our Objectives

	Baseline	YE 2020	YE 2021
1.			
2.			
3.			
4.			

	Baseline	YE 2020	YE 2021
1.			
2.			
3.			
4.			

	Baseline	YE 2020	YE 2021
1.			

2.			
3.			
4.			

	Baseline	YE 2020	YE 2021
1.			
2.			
3.			
4.			

### Our CSF / Barriers

### Our Strategies

<p><b>Critical Success Factors (A)</b></p>
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<b>A1.</b>	
<b>A2.</b>	
<b>A3.</b>	
<b>A4.</b>	
<b>A5.</b>	
<b>A6.</b>	

<b>B1.</b>	
<b>B2.</b>	
<b>B3.</b>	
<b>B4.</b>	
<b>B5.</b>	
<b>B6.</b>	

C1.	
C2.	
C3.	
C4.	
C5.	
C6.	

D1.	
D2.	
D3.	
D4.	
D5.	
D6.	

## Our Priority Strategies

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Leader in <b>Bold</b>
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	Priority Strategy	Deliverables / Outputs	Team
