# VISION, MISSION, VALUES

Use this resource to help define your business’s Vision, Mission, and Values. Together, the vision, mission, and values statements provide direction for everything that happens in an organization. They keep everyone focused on where the business is going and what it is trying to achieve – and they define the core values of the business and how people are expected to behave.

**VISION –** What is your ultimate goal?

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**MISSION –** The actions you will take to achieve the end goal.

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**VALUES –** Your core beliefs that guide or motivate the business.

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