

Hand-out: Defining Mission, Vision and Values

Imagine that you have just founded a new company/organisation

Name the company: _____

Field: _____



1. Draft your **MISSION STATEMENT**

How do we think we can most effectively state the fundamental purpose of our enterprise or organisation?

Our mission is to _____

2. Draft your **VISION STATEMENT**

If our business was everything we dreamed about, what would it be?

Our vision is to _____

3. Draft (and, if possible, shortly describe) your **three CORE VALUES**

What is the essence of our company or organisation – its principles, beliefs, philosophy? Which key words would be the most suitable to describe these values?

Our core values are:

1.

2.

3.

4. Please prepare to present your work to your peers!