

# Vision, Mission, Values

**All successful businesses have a strategic framework**

Values

Vision

Mission

## **Values**

Values are the compass that let you know when you are on or off course. They guide you in making decisions regarding your life and your business

## **Vision**

This is your big picture. What does your ideal future look like? What are your requirements in terms of customer base, company reputation, income level, employee relationships, global impact, etc?

## **Mission**

What feeling do you want your customers to have after interacting with you and your company? It has nothing to do with you, your company, your products or services. When your customer experiences this it is your “kill me now because all is good in the universe” moment