

# V I S I O N

**Why does your company exist? This is the purpose that motivates, inspires and unifies employees working towards “ a greater goal” on a daily basis it can also be a differentiating factor for other stakeholders**



*Write down here elements that define your vision – the following questions can help you to reflect*

*What problem are we solving? Why does it need to be addressed? Whose lives are improved thanks to our work? What is our dream for the company? For a better world? How might things change if we achieve this?*



*Write down here the first draft of your vision*

# M I S S I O N

**Your mission statement encapsulates the essence of your business’s purpose & daily activities. It should articulate how you will be working towards that vision: what do you do as a business daily, how and whom for?**



*Write down here elements to define your mission statement – the following questions can help you to reflect*

*What are our core products / services? Who are our target customers / clients? What value do we provide to them? How do we distinguish ourselves from our competitors? What principles guide our daily operations? What are our strengths? What drives the passion & commitment of our employees?*



*Write down here the first draft of your mission statement*