

# Mission, vision, values

## Your Mission

*Your mission is at the core of your company. It's why you do what you do, and is best recapped in a short, memorable statement.*



- Introduce your product and give a brief description what it is and what it can do for the customer

The big “Why?”(your **mission statement**) — state your reason for selling your product or service, your common company goal, and how you go about reaching this goal as a team

## Your Vision

*Make your reader a part of the company story. Show them why your goal is something they should care about too, and that they can benefit from choosing you.*



- What do you want your company to look like in the next year? In the long term?
- How do your unique company values contribute to making your part of the world a better place?
- How can the reader become part of your vision?

## Your values

*Company values (also called corporate values or core values) are the set of guiding principles and fundamental beliefs that help a group of people function together as a*

*team and work toward a common business goal. These values are often related to business relationships, customer relationships, and company growth.*



Values examples:

Loyalty

Honesty

Trust

Ingenuity

Accountability

Simplicity

Respect

Value-centricity

*Keep your story short and sweet. It should take no longer than **2 minutes** to read, and by the end your audience should have a clear idea of how you came to be, what you sell, and why you sell it.*