

Values, Mission & Vision

The following questions are designed to get you into your journal, and support you to become very clear on your VISION and MISSION. This worksheet has been designed to allow you to consider and define what it is YOU want in and from your BUSINESS. It's designed to support you identifying what information you need in order to plan for YOUR success. This isn't a quick process and so gift yourself some time to deliberate and contemplate the answers. EMBRACE YOUR RACE AND YOUR PACE.

Identifying what your CORE VALUES can you apply to how you're going to run your business which will support your business vision. Identifying your VALUES supports you to establish the culture of your business, so that as you expand. It's your company beliefs and philosophy

Internal Values:

The internal values are specifically for your business and your team.

Internal values answers HOW you will support your vision.

Internal values should be about 5 values or less.

These values are answered or are reflected with the decisions and strategies you create for your business.

Internal values aren't necessarily for the public (they are specific for you and your potential future team).

Your business values should be about 5 (or less) and they answer or are reflected with the decisions and strategies you create for your business.

EXAMPLE: BFW Internal Values

1. Take Action Every Day
2. Consistency, Efficiency and Time Management
3. Be An Authority (know my stuff!)
4. Ownership (be heart centered and consistent in service delivery)
5. Work with great people who choose to change.

Think about the things you VALUE that you think will accomplish the vision you have for your business.

Vision & Mission

Write down ALL the VALUES that describe how you'll accomplish your vision

As you look at the VALUES what top 5 are the most important that you think will drive your business to success with your team?

Mission & Vision

As you look at the values above, what top 5 are the most important that you think will stand the test of time AND that are reflected inside and outside of the business?

Write down a list of all the VALUES that you think will hold the test of time for you:

Mission & Vision

What is a VISION Statement?

An aspirational description of what an organization would like to achieve or accomplish in the mid-term or long-term future. **It is intended to serve as a clear guide for choosing current and future courses of action.**

Example: BFW provides a facilitated change blueprint to support anyone actively willing to create positive changes and raise consciousness in living their dream life

Ask yourself:

- Why do you want to do what you do in your business?
- What does your business mission (when complete) look like?
- What key words would you use that identify what you want to achieve?

The vision statement will help you decide if new ideas, projects and planning align with your vision. It will help you decide where to focus your time, energy, money.

Craft a vision statement with creativity, ambition, and fun. Dream big and focus on success. A vision statement can be a sentence or a paragraph. We recommend shorter is better and easy to remember and refer back to for you and your potential future team.

Write down key words that describe your VISION:

Mission & Vision

Write down draft VISION statements, edit them until you formulate the vision that inspires you.

Mission & Vision

What is a MISSION Statement?

A written declaration of an organizations core purpose and focus that normally unchanged over time.

Properly crafted mission statements

- (1) serve as filters to separate what is important from what is not,
- (2) clearly state which markets will be served and how, and
- (3) communicate a sense of intended direction to the entire organization.

A mission is different than a vision in the former is the cause and the latter is the effect; a mission is something to be accomplished whereas a vision is something to be pursued for that accomplishment. Also called company mission, corporate mission, or corporate purpose.

Example: BFW is a premier motivational and wellbeing support centre, to empower people on their journey paths so that they can embrace their passion, power and shine their light to the world - regardless of whether it be personal or corporate success.

The mission answer how your vision will be accomplished.

Ask yourself:

- What do we do?
- How do we do it?
- Whom do we do it for?
- What value are we bringing?

Write down key words and phrases that describe what you want to achieve and who you want to target (your audience).

Who do you want to teach and train or help?

Mission & Vision

Write down draft mission statements, edit them until you formulate a mission statement:

When you're clear on your vision and the mission you'll know when to say, "yes" and when to say, "no." As your business evolves, so can your vision and mission. Regularly visit your vision and mission statement.