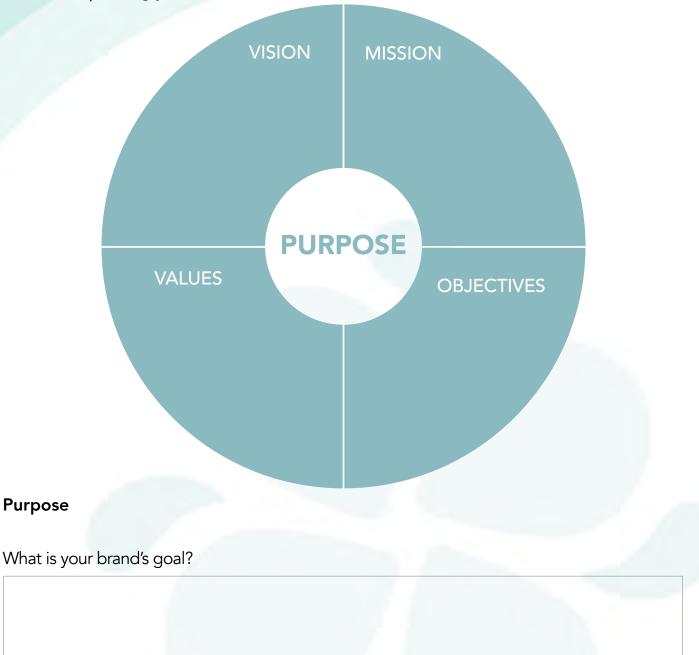


Instruction: Complete the below chart for your business using the guide questions below. Sum up each of the 4 with one sentence in the image. Thus one sentence explaining your Objectives, one explaining your Mission, one explaining your Vision and one explaining your Values.



What would you like your brand to be remembered for?

What does your brand what to change in people's lives?

Mission (Present)

What impact does your brand want to make?

What lies at the heart of your company?

What unique way will your brand achieve its vision?

Vision (Future)

What is your desired future for your company?

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Where do you want to be?

What is the goal that drives you?

Values

What are your companies guiding principles?

What will your brand NEVER compromise on?

What do you stand for?