

Core Values- What are your guiding principles (these dictate behavior & action)	Strengths- What comes easiest to you? (tasks or actions that you do well)
1	1
2	2
3	3
4	4
5	5

MISSION STATEMENT

- What you are here for
- Defines present state or **PURPOSE** of you/your business
- Answers 3 questions about **WHY** you or your business exists-
What do you do? Whom do you do it for? How do you do it?
- Specific > succinctly 1-2 sentences
- What's the result?
- Can change but **should tie in with core values**

Examples

Personal Mission Statement- "Encourage & support others with a positive attitude."

Business Mission Statement- Simple Spaces mission statement

"Encourage and promote organization & simplicity in our client's minds, life and home.

MY MISSION STATEMENT

VISION STATEMENT

- Ask yourself- "A world in which" ... or "How would the world look when no one else needs your services?"
- Ideal state
- Your impact
- Bigger than what you can do by yourself
- Written succinctly in an inspirational way

Examples

Business Vision Statement- "Live Simply, Enjoy Life."

MY VISION STATEMENT