



# Refresh

*Add your voice.*



## **Key Definitions**

### **Vision**

- A picture of the preferred future
- Describes:
  - Where the organization want to be in the future
  - Or the impact the organization will have in the future
  - Inspiring, purpose-driven, and future-focused

### **Mission**

- What you do, for whom, and the benefit
  - Why the organization exists
- Describes:
  - A specific statement of what the organization is doing to achieve their vision

### **Values**

- What you stand for
- Describes:
  - The operating philosophies or principles that guide an organization's internal conduct and its relationship with internal & external stakeholders