



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