

MISSION, VISION and VALUE STATEMENTS (MVV)

- Key element of your strategic business plan or marketing plan
- Provide a framework for your company's strategy
- Guide for how to do business within your company
- Drives behaviors of owners and employees

Mission Statement: What is the purpose of your business? (two or three sentences)

Vision Statement: What does your business want to become? Where do you want your business to be in five to 10 years? (one paragraph)

Value Statement: What are the core principles of your company? How will you conduct business? (one or more paragraphs or bullet points)