

VALUES

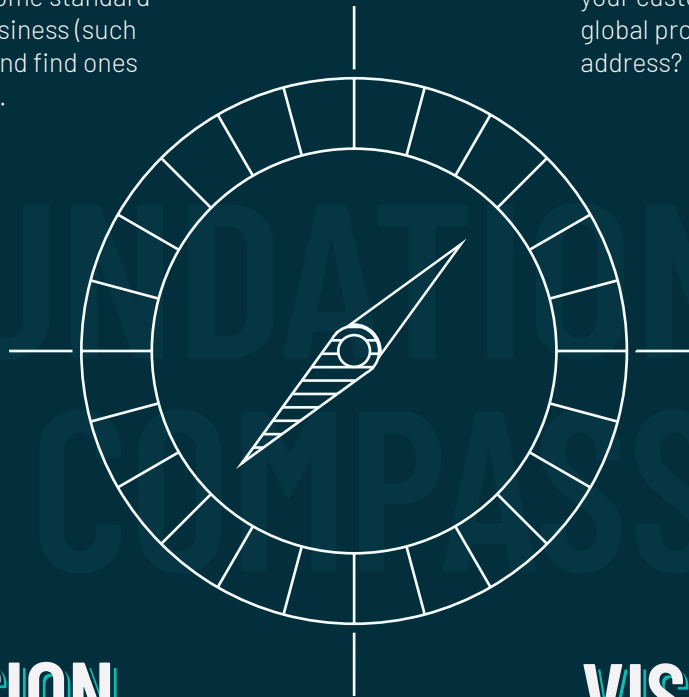
WHAT YOU STAND FOR

What values motivate your brand? Go beyond the values that should come standard with every business (such as integrity) and find ones unique to you.

PURPOSE

WHY YOU DO WHAT YOU DO

Why does your business exist? What problem do you help your customers with and what global problem do you want to address?



MISSION

DAY-TO-DAY, INSPIRATIONAL AND EASILY ACHIEVABLE

What are the day to day actions that you are committed to in order to achieve your vision for the future?

VISION

LONG-TERM, ASPIRATIONAL AND A BIT AUDACIOUS

If you could achieve anything with your business, what would it be?