

please watch our video "Mission-Vision-Values: The Foundation of Every Great Company", or contact me directly. I would welcome the opportunity to discuss this with you and help you gain the clarity you need as a business leader.

	Mission	Vision
Answers	Why?	What?
Definition	Statement	Snapshot
Length	Short	Long
Purpose	Informs	Inspires
Activity	Doing	Seeing
Source	Head	Heart
Order	First	Second
Effect	Clarifies	Challenges

Mission answers the question "Why do we exist?" Vision answers the question "What will the future look like as we fulfill our mission?"

205 Shares

 139
  51
  2
 

