

ACTIVITY WORKSHEET

MISSION. VISION. VALUES.

MISSION

The MISSION statement should describe your fundamental **purpose**.

- The statement should be a one-sentence statement.
- This statement describes the reason why the organization or program exists and why it does what it does.
- It should be a practical, tangible tool that you can use to make decisions about priorities, actions, and responsibilities.

VISION

The VISION statement should describe what you want to **achieve in the long-run**.

- This should be a one-sentence statement.
- The statement describes the ideal future state of the organization. It articulates what the organization is trying to accomplish.
- The long-term change resulting from your work should be clear and inspirational.
- It should be a practical, tangible tool you can use to lead your group or organization to achieve quality results.

VALUES

The VALUES statement should describe how your company **conducts itself**.

- Clear and simple.
- Limited to three to seven values in total.
- Defines your culture and who you truly are and operate.
- Applies to your entire business.

MISSION

Write your **CURRENT** Mission Statement.

Rank your confidence on the effectiveness on the DO's of your **MISSION**:

- | | | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
|-------------------------|-------|---|---|---|---|---|---|---|---|---|----|
| • PINPOINTS YOUR WHY | _____ | ● | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ |
| • YOU CAN ANSWER "HOW?" | _____ | ● | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ |
| • ONE SENTENCE | _____ | ● | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ |
| • "WE (VERB)" | _____ | ● | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ |
| • EASY TO MEMORIZE | _____ | ● | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ |
| • PLAIN SPOKEN LANGUAGE | _____ | ● | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ |
| • COMPELLING | _____ | ● | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ |
| • ACTIVE VERBIAGE | _____ | ● | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ |

1 = not confident at all
10 = extremely confident

TOTAL MISSION DO'S SCORE

Write your **REVISED** Mission Statement.

ACTIVITY WORKSHEET

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VISION

Write your **CURRENT** VISION for your business (10-year picture):

Rank your confidence on the effectiveness on the DO's of your **VISION**:

	1	2	3	4	5	6	7	8	9	10
• 10 YEAR OUTLOOK _____	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
• QUANTIFIABLE _____	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
• LEGACY GUT CHECK _____	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
• ONE SENTENCE _____	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
• EASY TO MEMORIZE _____	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
• PLAIN SPOKEN LANGUAGE _____	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
• COMPELLING _____	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
• ACTIVE VERBIAGE _____	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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TOTAL VISION DO'S SCORE

Write your **REVISED** VISION for your business (10-year picture):

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VALUES

Write your **CURRENT** CORE VALUES:

Rank your confidence on the effectiveness on the DO's of your **CORE VALUES**:

	1	2	3	4	5	6	7	8	9	10
• 5-8 WORDS _____	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
• ABILITY TO HIRE _____	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
• ABILITY TO REWARD _____	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
• ABILITY TO FIRE _____	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
• EASY TO MEMORIZE _____	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
• PLAIN SPOKEN LANGUAGE _____	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
• COMPELLING _____	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
• ACTIVE VERBIAGE _____	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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TOTAL CORE VALUES DO'S SCORE

Write your **REVISED** CORE VALUES:

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MISSION

VISION

CORE VALUES

CARDONE VENTURES CORE VALUES EXAMPLE

CV CORE VALUES

INSPIRATIONAL

Everything that we do is bigger than us. We don't show up to work everyday JUST for ourselves - we show up to make our team more impactful, our clients stronger, and to chase our potential.

DISCIPLINED

At Cardone Ventures, we do the things we say we're going to do. Without exception. Discipline starts at the individual level so we train every day in order to continue learning and growing.

ACCOUNTABLE

We hold ourselves and our clients accountable to their goals because we know that true growth doesn't happen by accident. Extreme accountability yields extraordinary results.

TRANSPARENT

We have big goals and we're moving quickly. Our team has full transparency into the priorities of our clients, teams, and organization in order to prioritize the work we do to get us all closer to our goals.

ALIGNED

We only hire growth oriented individuals because we know that our business can't grow if our people aren't growing. Then we align business goals with every team member's personal, professional, and financial goals - when our team wins, the company wins.

RESULTS ORIENTED

Results matter. Our clients hire us to 10X their business so every product we create and service offering that we deliver has one goal: deliver results.