# **🎯 Mission, vision, values**

**Your Mission**

*Your mission is at the core of your company. It’s why you do what you do, and is best recapped in a short, memorable statement.*

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* Introduce your product and give a brief description what it is and what it can do for the customer

The big “Why?”(*your* ***mission statement***) — state your reason for selling your product or service, your common company goal, and how you go about reaching this goal as a team

**Your Vision**

*Make your reader a part of the company story. Show them why your goal is something they should care about too, and that they can benefit from choosing you.*

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* What do you want your company to look like in the next year? In the long term?
* How do your unique company values contribute to making your part of the world a better place?
* How can the reader become part of your vision?

**Your values**

*Company values (also called corporate values or core values) are the set of guiding principles and fundamental beliefs that help a group of people function together as a team and work toward a common business goal. These values are often related to business relationships, customer relationships, and company growth.*



Values examples:

Loyalty

Honesty

Trust

Ingenuity

Accountability

Simplicity

Respect

Value-centricity

*Keep your story short and sweet. It should take no longer than* ***2 minutes*** *to read, and by the end your audience should have a clear idea of how you came to be, what you sell, and why you sell it.*