

Vision.
Mission.
Values.

Vision Statement Definition:



This is the DREAMING piece - if everything goes right, how will **your organization change the world.**

Mission Statement Definition:



This is the DOING piece - how you intend to act as a **servant leader.** Your mission statement proclaims who you serve, what you serve and how you do it every day.

Your mission is the everyday extension of your vision.

Vision = Someday

Mission = Every Day

The **vision** statement paints the vision of a successful future for all to see.
The **mission** statement is the path you will follow to get there.

Vision should be **BIG** and **EXCITING**

Vision should be so big. It feels nearly impossible.
It should require people to dream.



To make people happy



Instagram

Capture and Share the World's Moments

MISSION statement answers:

WHAT you do? **WHO** benefits from this? **HOW** you do it?

What *can* you and what *will* you do today and every day to make your vision a reality?

IKEA

Our **vision** is to create a better everyday life for many people.

Mission. To create a better everyday life for many people. Our business idea supports this vision **by offering a wide range of well-designed, functional home furnishing products at prices so low that as many people as possible will be able to afford them.**

yep!

VISION

YEP is a global platform that creates a whole world of opportunities for youth development and helps every young person to find his way, to become happier and to make a significant contribution to the development of his country and society.

yep!

MISSION

Building an ecosystem of youth entrepreneurship in Eastern Europe, which provides young people with opportunities for personal and professional development through entrepreneurship.

We implement our mission through the development of the network of entrepreneurial clubs at universities, startup incubators and acceleration program. We build effective connections and partnerships with stakeholders and ecosystems around the world, as well as form our community of mentors and experts to create great opportunities for young people.

VALUES

this is **the basis** on which
all our actions, assessments and personality are based on

values. These are not necessarily morals or ethics, but simply the things that make you feel truly alive and passionately committed to what you're doing. For one person it might be providing a service to others; for another it might be creativity or working in a team; and for someone else it might be challenge and adventure.

Your values will affect a number of areas: how you work, how you wish your work to be received and how you interact with customers, suppliers and funders.

Accountability

Achievement

Advancement

Aesthetics

Authority

Balance

Belonging

Celebrity

Challenge

Community

Co-operation

Creativity

Credibility

Curiosity

Determination

Discipline

Freedom

Grace

Growth

Harmony

Helping others

Helping society

Honesty

Humour

Independence

Influencing others

Integrity

Intellectual status

Innovation

Joy

Justice

Knowledge

Power

Public service

Quality

Recognition

Reputation

Resilience

Respect

Responsibility

Self-respect

Spontaneity

Stability

Status

Sustainability

Teamwork

Tolerance

Time freedom
