

Exercise: Vision, Mission & Values

Vision – What do you want to change? This is the “big” picture answer

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Mission – How will you do this? What will you “do” to achieve your vision?

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Values – How will you behave, and how do you wish to be perceived?

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Beneficiaries – Who are you helping?

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Stakeholders – Who may be interested in or be able to affect what you do?

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