

# Vision & Mission Worksheet

A company's vision and mission answer their Why? These provide the foundation upon which everything else is built. Take the time to nail this.

Internal vision...is	External vision...will
Internal mission...through	External mission...through

Examples are provided on the back

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# Vision & Mission Worksheet Examples

## Architectural firm

Internal vision...is	External vision...will
<i>To design great buildings and spaces with successful commercial business</i>	<i>Always exceed client's expectations, every time.</i>
Internal mission...through	External mission...through
<i>Total commitment and search for quality from brief to completion, for all clients.</i>	<i>Always delivering great buildings, spaces and consultancy services, on time and on budget, every time.</i>

## Global diving operation

Internal vision...is	External vision...will
<i>To explore, dive and contribute within a wildly profitable business</i>	<i>Give guests a transformative life/travel experience that always exceeds expectations</i>
Internal mission...through	External mission...through
<i>Continually provide products that are focused within our passion bullseye</i>	<i>Always delivering experiences that are authentic, innovative, personalized, hand-crafted, caring, educational and engaging</i>

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