



VISION WORKSHEET

PURPOSE (WHY?)

Our Big Idea	
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CORE VALUES (HOW?)

Describe: How to treat ourselves and others and represent moral and performance character traits.	

AUDACIOUS GOAL

3 YEAR HIGHLY ACHEIVABLE GOALS

Period Ending	
Revenue	
Net Profit	
Cash	

What are the key differentiators / capabilities our company must focus towards?	

3 Year Highy Achievable Goal	
What are we known for?	
One Sentence Strategy	
Core Client	
Brand Promise Guarantee	