

# Business Vision & Mission Planning Template

## Business Name

Enter business name

## Vision Statement

Describe your organization's long-term aspiration:

E.g. To be the leading provider of...

## Mission Statement

Describe the core purpose and approach:

E.g. Our mission is to...

## Core Values

List your organization's core values (separate by commas):

E.g. Integrity, Innovation, Customer Focus

## Strategic Objectives

Objective 1

Objective description

Objective 2

Objective description

Objective 3

Objective description

Objective 4

Objective description

## Notes

Add any additional information or thoughts here.