



Mission, Vision & Values checklist

This checklist presents characteristics you might want to consider in your mission, vision and value statements. Please note that not all of the characteristics below are necessary for a set of effective statements. Consider each characteristic and decide if it should be part of your finished product.

MISSION

Y	N	
		The mission statement explains in a relatively few words the reason your new company exists.
		The mission statement briefly explains what your new company does.
		The mission statement explains who benefits from your new company's products and services.
		The mission statement explains how your new company delivers its products and services.
		The mission statement describes the need filled or the problem solved
		The mission statement explains the political, economic, social and technological context in which the work takes place.
		The mission statement explains the reasons why we do what we do.

VISION

Y	N	
		The vision statement inspires people.
		The vision statement expresses your new company's aspirations.
		The vision statement focuses people on what your new company looks like when it is meeting or exceeding the customers' needs.
		The vision statement expresses what your new company is like when it 'gets it right.'
		The vision statement paints a picture for your new company's employees.
		The vision statement uses words that drive people to action.

CORE VALUES

Y	N	
		The core values express your new company's beliefs and assumptions about people.
		The core values represent how your new company's customers expect to be treated.
		The core values represent your new company's recognition of what is important to your customers.
		The core values express your new company's internal rules of engagement.
		The core values reflect your customers' needs and wants.
		The core values anchor the way you do business internally and externally.