

The Foundation of Success

PURPOSE Why your company exists. Not achievable.	CORE VALUES Represents your core beliefs. Observable attitude and behavior (<u>NOT</u> aspirational).	MISSION "What" you are going to accomplish in the next 3-5 years. In alignment with purpose. Achievable.

YOUR VISION MATTERS
It creates clarity. It inspires. It motivates. It gets everyone in alignment. It attracts amazing talent.

What is the #1 responsibility of every great leader?
TO CAST AND KEEP THE VISION ALIVE!