

VISION STATEMENT

- A Vision Statement is one sentence describing the future you are ultimately working towards.

MISSION VS. VISION STATEMENT

- A Mission statement describes what you do.
- The Vision statement describes a future goal.

Real World Example : Starbucks

- Mission: "With every cup, with every conversation, with every community – we nurture the limitless possibilities of human connection."
- Vision: "to establish Starbucks as the premier purveyor of the finest coffee in the world while maintaining our uncompromising principles while we grow."

If you were completely successful, what would this look like for you and your customers?
