

Mission Statement Development Worksheet

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Core Values and Beliefs Worksheet

(Core Values and Beliefs + Purpose + Goals = Vision)

Core Values and Beliefs <i>Guiding Principals and Tenets That Are To Be Held Permanent</i> <i>Our Philosophy of Business and Life</i> <i>How Business Should Be Conducted – Our Role In Society</i>	Importance <i>(1-5) 5 = most</i>
L.L. Bean Core Value Example: <i>Sell good merchandise at a reasonable price, treat your customers as you would your friends, and business will take care of itself.</i>	