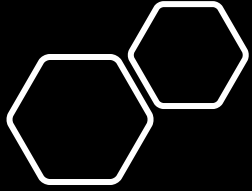




Urban League of  
Greater Columbus

Empowering Communities.  
Changing Lives.

*MISSION VISION CULTURE & VALUES*



# What is a Vision Statement?

A vision statement describes what a company desires to achieve in the long-run, generally in a time frame of five to ten years, or sometimes even longer. It depicts a vision of what the company will look like in the future and sets a defined direction.



## **Vision**

To create local opportunity, growth and impact in every community and country around the world.

## **Mission**

To empower every person and every organization on the planet to achieve more.

## **Values**

- Innovation
- Diversity and inclusion
- Corporate social responsibility
- Philanthropy
- Environment
- Trustworthy computing

*Microsoft's Mission, Vision and Values*

# Key Elements of a Good Vision Statement

- Forward-looking
- Motivating and inspirational
- Reflective of a company's culture and core values
- Aimed at bringing benefits and improvements to the organization in the future
- Defines a company's reason for existence and where it is heading



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**Ask yourself and your team basic questions like these about your business:**

- What is it we do?
- What do we create?
- Why does it matter?
- Who does it matter to?
- How does it make a difference?

# EXAMPLE

Let's say you own a tire store and want to come up with a mission statement for your business. These are the answers that you might give to the questions above:

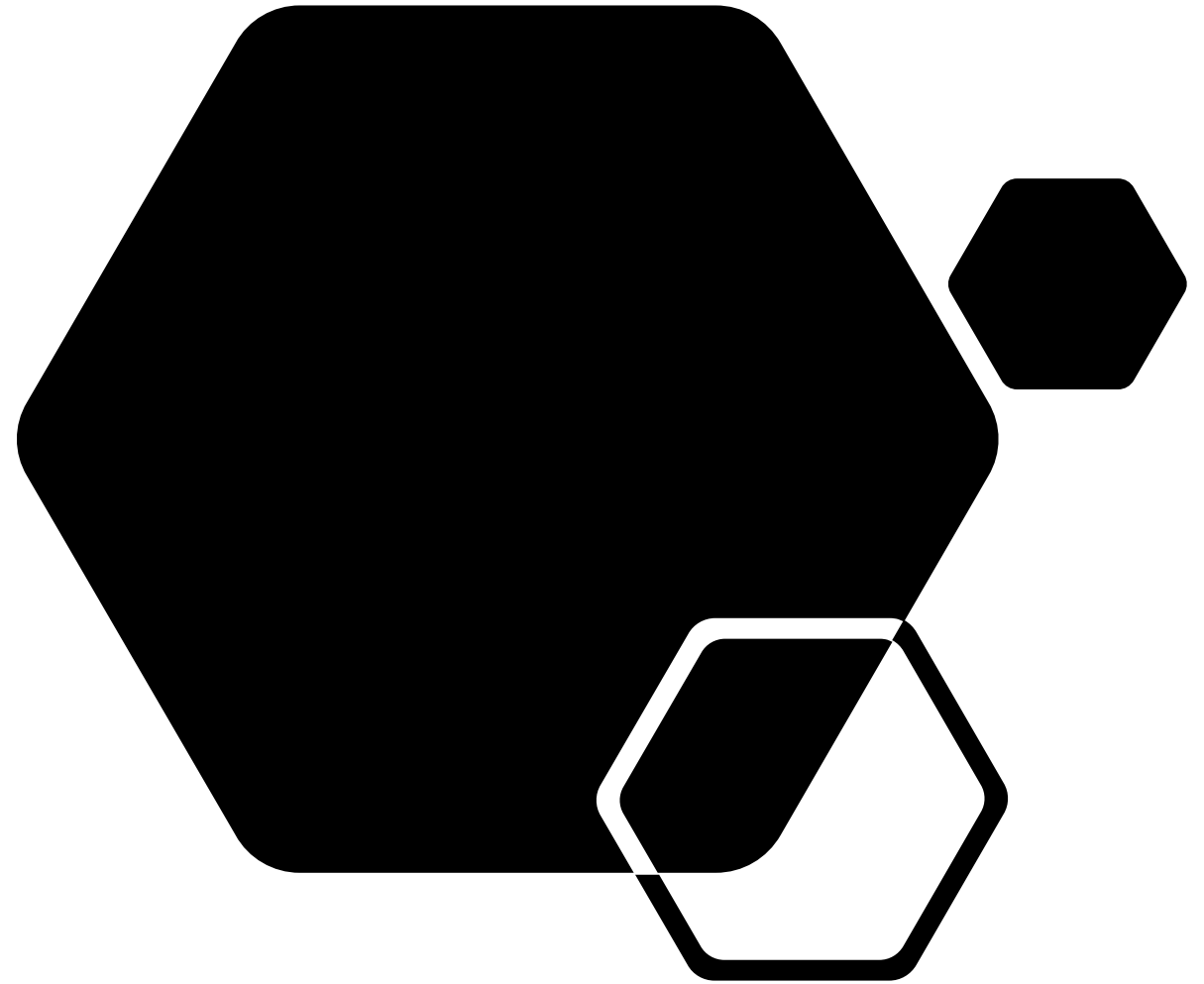
- What is it we do? Install tires
- What do we create? Safer vehicles
- Why does it matter? Fewer accidents
- Who does it matter to? Vehicle owners and their families like parents of teen drivers
- How does it make a difference? We make traveling within our community safer



TRUST  
communication  
teamwork pride  
perfection excellence  
confidence commitment  
support leadership  
**values**  
progress  
quality accountability  
courage  
respect integrity  
honesty passion  
reliability openness  
simplicity  
vision potential  
progress



Values are foundational beliefs that anchor our lives, the things that matter to us most, the nonnegotiable characteristics that best describe who we are.







Culture is defined as a shared set of values, goals, attitudes and practices that make up an organization



# Culture

Strive to create a culture that uncorked good ideas from the first level of the organization. They were often described as projecting optimism, full of energy, and always receptive to new ideas.



Company culture is all about giving employees a sense of purpose. It encompasses supporting staff, holding them accountable, and offering opportunities for personal development. Culture is about feelings, behaviors and meaningful relationships, not things.

# Company Culture Mission Vision & Values

## OUR COMPANY CULTURE

- › We believe in delivering outstanding customer values and experiences by working together



### OUR MISSION

Ensure growth of customers by delivering good work to aid like-minded business to achieve their goals



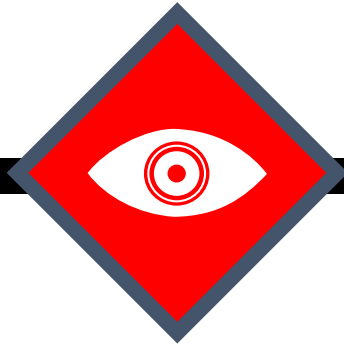
### OUR VISION

To create values driven society by becoming a global resource for evolution of human consciousness



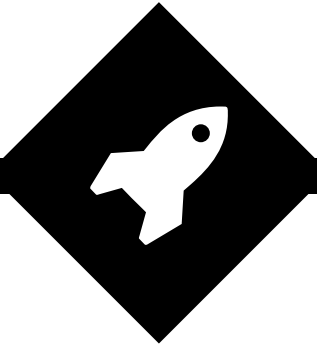
### OUR VALUES

- › Shared vision
- › Commitment
- › Customer satisfaction



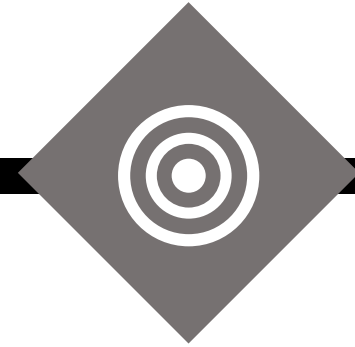
## **Vision**

This slide is 100% editable.  
Adapt it to your needs and  
capture your audience's  
attention.



## **Mission**

This slide is 100% editable.  
Adapt it to your needs and  
capture your audience's  
attention.



## **Goal**

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attention.