

## **Business**

### **Mission**

Why do we exist?

### **Vision**

Where are we going?

### **Values**

How will we conduct ourselves?

### **Business Strategies**

How will we compete in the marketplace?

## **Individual/Personal Goals**

### **Mission**

What is my purpose?

### **Vision**

What kind of life do I want to live?

### **Values**

What is important to me?

### **Personal Strategies**

What must I do/change to ensure my goals are met?

**Business Objectives**

What we must accomplish  
to be competitive?

**Business Goals**

How will we measure our  
success?

**Business Initiatives**

What steps must we take  
(improvements and  
changes) to execute our  
strategies?

**Personal Objectives**

What must I accomplish to  
keep me on my plan?

**Personal Goals**

How will I measure my  
success?

**Personal Initiatives**

What am I going to do and  
what is the way I am going  
to do it?