Info Sheet – Vision, Mission and Culture

**A guide to creating yours!**

Vision

Your vision is the guiding light of your company, something that inspires and enrolls. It must have a higher purpose to it, not just to make more money etc

E.g. The worlds best dental practice.

Mission

Your Mission is the road map that shows how you will achieve you vision and is made up of 4 parts:

1. Who you are as a team
2. What business are you in
3. Who are your clients
4. What makes you unique

Culture

1. 3 values that are imperative for you the owner
2. 3 values that are imperative for the customer
3. 3 values that are imperative for the team
4. 3 values that are imperative for the business

Set The Goals

The owner is to do Vision, Mission, and Culture and sell it to your team. This is what sets your company apart from the rest!