

## TRACK PROJECT INSTRUCTIONS: VISION MISSION & VALUES

As you go through Core Business & Marketplace, each successive Track Project will build upon the previous project. You will be developing a complete business plan and model including everything from Vision, to strategies, to creating a culture that will lead to success.

Before you begin, review all the track projects to get a high-level understanding of what you will be learning throughout the year. From this information you will need to decide if you want to use the business where you are currently working, own or manage; or create a completely unique start up business of your choice. This could be an area you are interested in learning, or from an industry you would like to be involved in. Use online resources as well to help you understand each part of this project.

For this first project you will be required to complete the following:

1. Write a Vision statement – if the company you work for has one – you can use it, refine it or suggest a change. You will then need to explain why you chose each word in your Vision statement, and what they mean. If your Vision statement is long, refine it down, make it simple to remember and understand.
2. Write a Mission Statement – the mission statement should bring your Vision to life.
3. Develop a list of core values you would want everyone to adhere to, whether they are partners, leaders or employees.