

# Create Stellar Mission, Vision, & Value Statements

It is important to include your company values and a mission and vision statement when creating your strategic plan.

Studies show “Mission-driven workers are **54%** more likely to stay for five years at a company and **30%** more likely to grow into high performers than those who arrive at work with only their paycheck as the motivator.”

---

## MISSION STATEMENT

**Definition:** A mission statement describes why your organization exists. A well-crafted mission statement defines the purpose of an organization's operation, what kind of product or service it provides, and the target customers or market.

**Example:** “To build the web's most convenient, secure, cost-effective payment solution.”  
- PayPal

---

## VISION STATEMENT

**Definition:** A vision statement is an inspiring phrase, often evoking emotion, which drives an organization. A vision statement should clearly define how the organization will positively impact the world and what they hope to achieve through their work.

**Example:** “To make people happy.”  
- Disney

---

## VALUES

**Definition:** Company values are used to define the organization's core values, which contribute to the overall health and well-being of the team. These are the non-negotiables of your culture and speak to how team members should think and act.

**Example:** Energy, Creativity, Teamwork.  
- Strategypoint

---

## RECOMMENDED ROUTINES:

**Revisit** your company values, mission statement, and vision statement **every one to three years**. Keep them fresh as the company evolves.

- ▶ Contact us at [Service@Strategypoint.co](mailto:Service@Strategypoint.co) to connect with an expert.
- ▶ [Visit our blog](#) to learn more.