

Creating Your Vision, Purpose, & Values Questionnaire

Why are you in business? _____

What are your main products and services? _____

What products and services would you like to offer in the future? _____

Who are your primary customers? _____

What geographic areas do you serve? _____

How do you want to be perceived by others? _____

How do you want your company to be perceived? _____

How do you distribute your products and services? _____

What core values, beliefs, and principles are important to you? _____

Why did you start your business? _____

What kind of relationship do you want with your customers? _____

What kind of impact does your business have on others? _____

Is there a cause you want your company to support? _____

How can your company stand out from the competition? _____

What do you see/want for your company in the next six months? _____

What do you see/want for your company in the next year? _____

What do you see/want for your company in the next three years? _____

How can your company make a difference? _____

What are customers looking for in a brand (not products!) _____

What kind of mission, purpose, and values resonate with your customers?

What kind of mission, purpose, and values resonate with your employees?

How can you communicate your mission, purpose, and values? _____

How can you incorporate your mission, purpose, and values into your business offerings and processes? _____

How do you envision your business impacting the world? _____
