

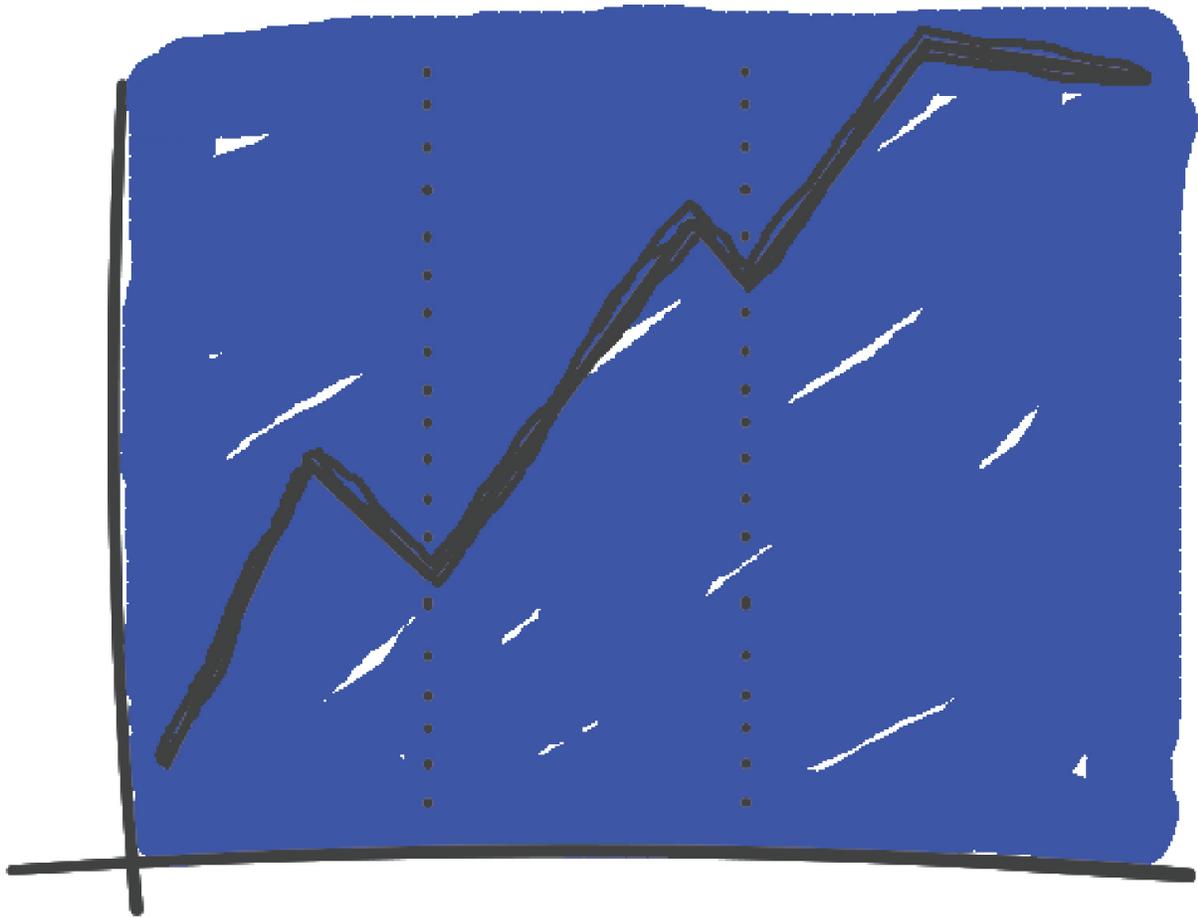
Module 3

Vision & Mission

YOU'RE
SO
AWESOME!



Vision



CREATE YOUR VISION STATEMENT

Vision

The inspirational long term change you envision resulting from your work.

No Vision. No Mission!

Make sure your vision inspires you and it inspires others to enroll in to it.

Your vision will keep you focused, motivated and inspired to keep going. Make it big, make it a stretch. Dare to dream big.

Vision statement

1. What do you envision for your brand?
2. What impact do you want to have?
3. Make your statement clear, concise, inspirational and visionary.
4. Form short direct sentences.

Vision statement starting points

All people...

Leader in....

All women...

All men...

A world where...

Vision statement examples

Client 1:

'All people embracing their own independence and not bowing to the master of convention.'

Client 2:

'All women owning their worth and creating the freedom to live the life they want.'

Client 3:

'A world free from Abuse.'

Client 4:

'Each individual is empowered and awakened to the knowing that the more we love ourselves the more the world transforms.'

Client 5:

'A women have a voice and total equality.'

Client 6:

'Changing the game in solving the worlds toughest issues.'

my *Vision Statement*

Mission



CREATE YOUR PURPOSE STATEMENT

Mission

A declaration of your purpose and the actions you will take to accomplish your ultimate goal.

The tangible and actionable steps.

A reminder of how you and your team and partners will consistently uphold your brand promise.

Mission statement examples

Client 1:

'Awaken people to the availability of personal, business and financial independence and serving those who are drawn to the unconventional.'

Client 2:

'Inspire women to know and own their worth by boldly sharing my story.'

Client 3:

'Build a global platform of healers that make change possible.'

Client 4:

'Help people awaken to their power through self love.'

Client 5:

'Assist women to find their voice and claim their value through their words.'

Client 6:

'Empowering leaders to start a movement that impacts millions of lives.'

my *Mission Statement*

Brand Guide by:



You Me She
COLLECTIVE

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yourteam@youmeshecollective.com | www.youmeshecollective.com