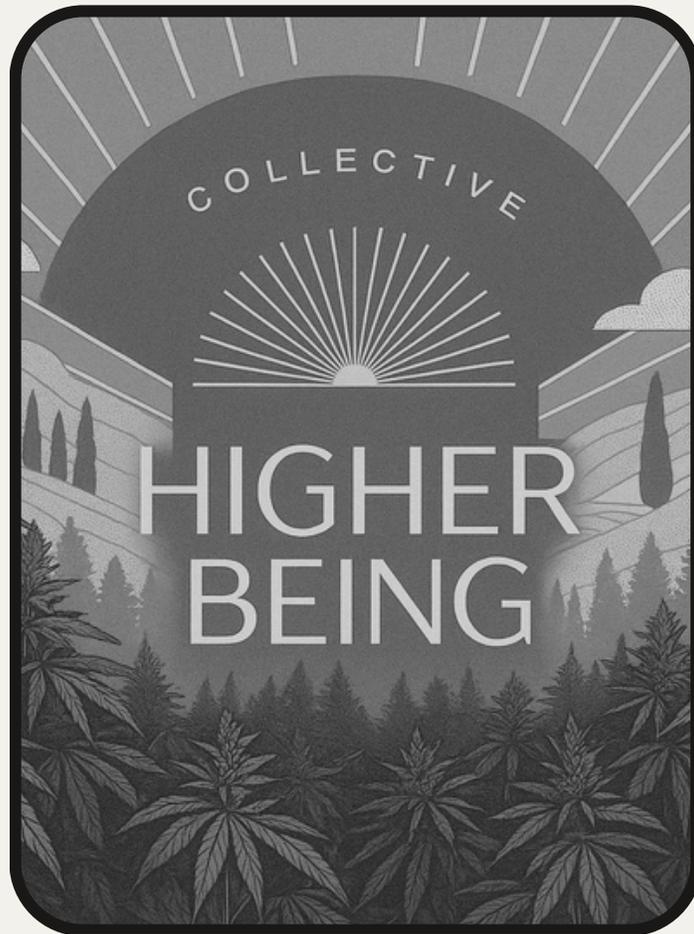


# *The Workbook*

## CRAFT YOUR VISION & MISSION



*Welcome!*

# TO YOUR VISION & MISSION JOURNEY

This is the first step in building the foundation of your business and your identity as an entrepreneur.

Before you create products, design logos, or build a website, you need clarity. Clarity about who you are, what drives you, and why your business exists.

Your Vision and Mission are the compass you'll return to again and again. They ground your decisions, guide your growth, and help you build a business that's aligned with who you truly are.



# *The Process*

01 Welcome & Purpose - Start your journey with clarity.

02 Values & Guiding Principles - Define what anchors your leadership.

03 Passions & Purpose - Uncover what drives your impact.

04 Strengths & Opportunities - Identify power and growth pathways.

05 Your Vision - Picture your future in detail.

06 Your Mission - Clarify how you take action.

07 Your Aligned Goals





## *Step 01*

# WELCOME & PURPOSE

Center yourself. Take a moment to step into your “future self”. The version of you building something meaningful, grounded, and aligned.

- What brings you to entrepreneurship or creative leadership?
- What do you hope to gain from this process?
- What vision are you ready to unlock?
- Name:
- Date:
- Business / Project Name:

Describe your idea in one clear sentence:

# Step 02

## YOUR CORE VALUES

01

List your top five values

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02

Write what each value looks like in action.

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03

Identify the value that guides you the most.

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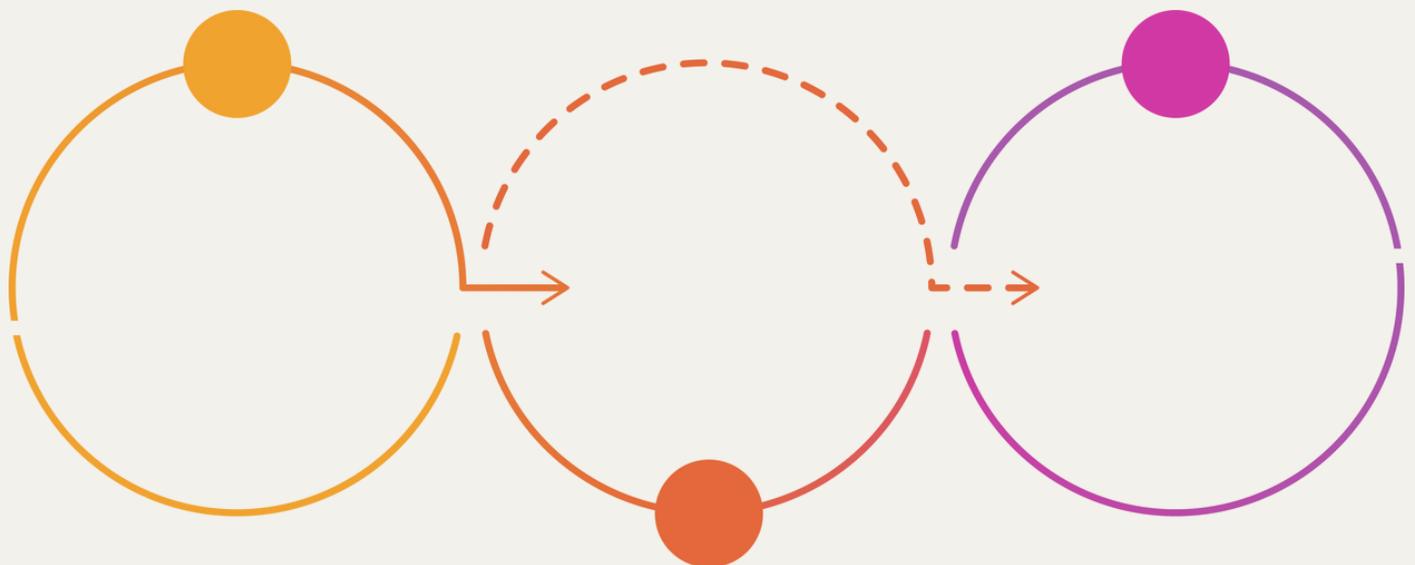
## Step 03

# PASSIONS & PURPOSE

Your purpose is where your passion meets contribution. Let's uncover what truly lights you up.

- What topics, communities, or issues deeply inspire you?
- What skills or talents feel natural and energizing?
- When do you feel most in flow?
- How can your passions serve or uplift others?

### Fill in your Purpose Circles



Passions

Skills

Community Impact

# Step 04

## STRENGTHS & OPPORTUNITIES

Knowing your strengths helps you build confidently.  
 Knowing your opportunities shows where you can grow.

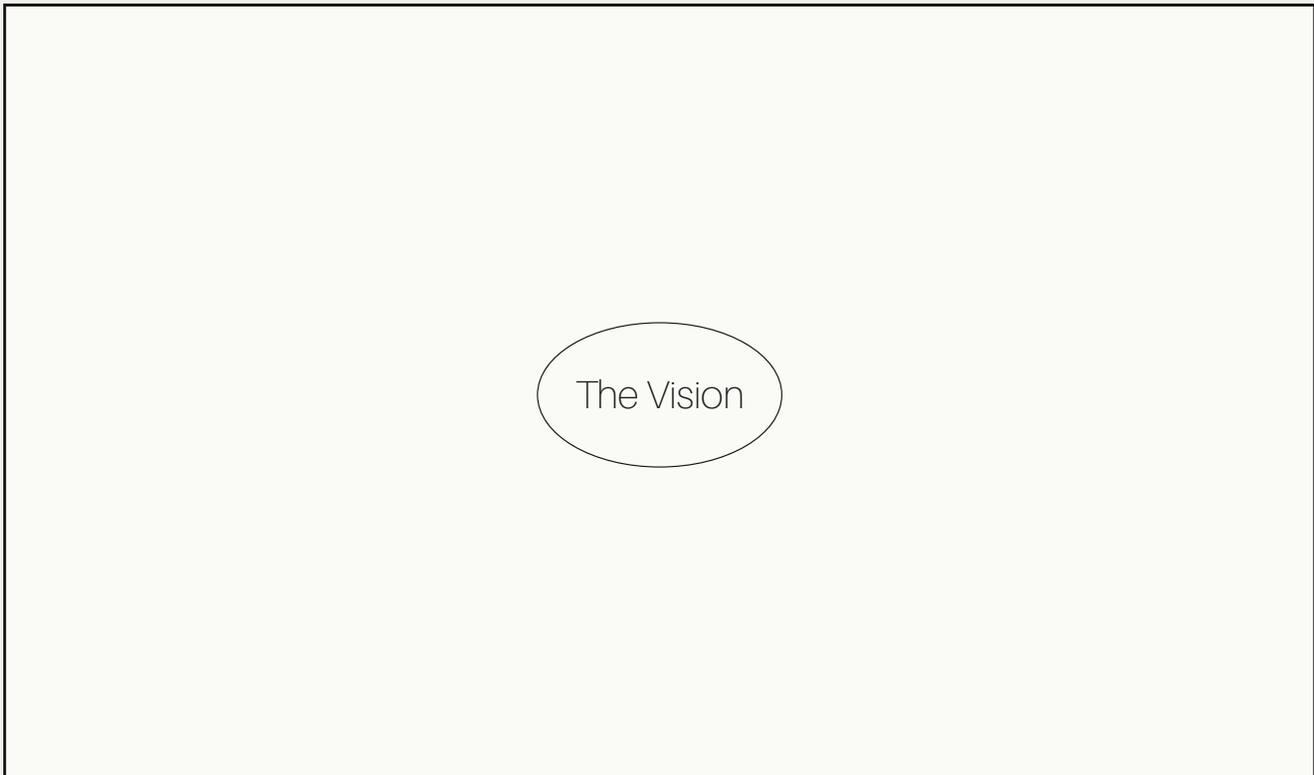
**What strengths or traits do others recognize in you?**

**What opportunities exist for your business idea right now?**

Strength	How It Supports My Vision	How I Will Leverage It

# Step 05

## YOUR PERSONAL VISION



The Vision

Your Personal Vision Statement:

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## *Step 06*

# YOUR BUSINESS VISION

Your business vision describes the change you want to create through your work.

What transformation will your business inspire?

What will your business become known for?

How will it make people's lives better?

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## Your Business Vision Statement:

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## *Step 07*

# YOUR MISSION STATEMENT

<b>What (Your Work)</b>	<b>How (Your Approach)</b>	<b>Why (Your Impact)</b>

**Draft Your Mission Statement:**

**"Our mission is to [what] by [how] so that [why]."**

## Step 08

# GOALS & ALIGNMENT

What do you need to accomplish first?

What will move your mission forward fastest?

What does long-term success look like to you?

Timeframe	Goal	Why it matters	Linked to Vision/Mission
3-6 months			
6-12 months			
1-3 years			

# PURPOSE, IMPACT & REFLECTION



Who will benefit most from your work?

What problems are you solving?

What ripple effect will your business create long-term?

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## *Reflection*

What did you discover about your purpose?

What's the first action you will take toward your mission?

Who can support or mentor you on this journey?

