

Vision. Values. Mission. Defined

The **Vision** is what the organization wants to become at some future point. It is the stake in the sand the organization desires to some day reach.

Values are guidelines that help determine individual actions and behaviors. They identify what the organization stands for and how it is known.

The **Mission** defines the intended outcomes for our customers. It acts as a tool and filter to manage our business more effectively and meet the needs of those who provide the revenue stream to our organization.

We practice our Integrity; it is the bedrock of our Vision. Our Vision and Values guide all our strategic, structural and operational decisions, and serve to create the conditions necessary for achieving both personal and organizational trust; the bedrock of our Mission.

Rhonda Robinson, Principal & Corporate Strategist
Robinson Enterprises, LLC
www.RobinsonROI.com