

Vision, Mission, and Value Proposition Worksheet

Lesson 1.2: Crafting Your Vision, Mission, and Value Proposition

Instructions: Use this worksheet to draft your vision, mission, and value proposition. Reflect on your business goals, the problems you aim to solve, and the unique value your business provides to customers.

Your Vision Statement:

What is your long-term goal for your business? Where do you see your business in 5-10 years?

Your Mission Statement:

What does your business do? Who do you serve, and how do you deliver value to your customers?

Your Value Proposition:

What makes your business unique? How do you solve your customers' problems better than competitors?