



# Rule of Thumb: A Guide to Developing Mission, Vision, and Value Statements

*Sonia Kefer*

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## **Rule of Thumb: A Guide to Developing Mission, Vision, and Value Statements** Sonia Kefer

Your company's Vision statement is not just a grouping of words in a pretty frame that greets visitors as they enter your business. Each part of a company's Vision, the Value, Vision, and Mission statement are powerful statements of purpose each organization, just starting out or established, need in order to secure loyal customers, committed shareholders, and the best employees possible. Whether you are starting a new business endeavor or have an existing company this guide presents a clear, easy to follow, and comprehensive process for developing and using your organization's mission, vision, and value statements.

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